

How to **MAKE MONEY WITH SERIALS**

A
*Universal Text Book
for the Use of Motion
Picture Exhibitors*

1928



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167, WARDOUR STREET,
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EMPIRE NEWS BULLETIN

12th October, 1928.

EXECUTIVE OFFICE:
MANAGING DIRECTOR.

TO UNIVERSAL'S SERIAL CUSTOMERS.

My dear Friend,

Today under separate cover I am mailing you a recent publication Universal produced entitled "HOW TO MAKE MONEY WITH SERIALS", and I am sending you this book with my compliments in the hopes that you will read and study it from cover to cover.

You are a customer and user of Universal's Serials and we think enough of your business at all times to try and help you help yourself.

As you probably already know Universal intends to resurrect the Serial and put it on the basis where it formerly was, and in so doing, the first and most important thing of all is to make good Serials.

We point with pride to our 1929 Universal Serial productions; ten of them in all, and you can take my word for it that they are far superior and of a much higher class than the present or past Serial programmes.

I take for granted that you already have booked "TARZAN THE MIGHTY", which is positively the best Universal Serial for a long, long time. "TARZAN THE MIGHTY" to me is more than a Serial production - it is cram full of great animal stuff, and thrilling situations, and is a production that you can fearlessly place upon your screen and be proud that you have got it.

I am just closing a deal whereby we can furnish you with a newspaper serial story on "TARZAN THE MIGHTY". This means that you can hook up with your local newspaper and run the Serial story during the time the picture is on your screen. If you are further interested on this idea please see your newspaper man and then let me hear from you personally.

Cover letter dated October 12, 1928.

Found folded inside of the "How To Make Money With Serials" textbook.

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While "BELPHEGOR - Phantom of the Louvre", one of our most outstanding Serial productions of 1929 is not mentioned in "HOW TO MAKE MONEY WITH SERIALS", nevertheless please do not overlook the importance of this marvellous Super Serial. "BELPHEGOR - Phantom of the Louvre" will cause more comment and bring your patrons back to your house more regularly than any Serials you have ever had the satisfaction of playing.

So as to acquaint you with the names and dates of our Serial output for 1929, please accept the following dates as final:-

1929-MONDAY

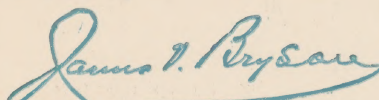
Jan. 14th.	Scarlet Brand,	(Neal Hart (Lucille Irwin	10 eps.
Mar. 25th.	Tarzan The Mighty	(Frank Merrill (Natalie Kingston	15 eps.
July 8th.	Final Reckoning	Newton House	12 eps.
Sept. 30th.	Diamond Master	Louise Lorraine	10 eps.

1929-THURSDAY.

Jan. 10th.	Police Reporter	(Walter Miller (Eugenia Gilbert	10 eps.
Mch. 21st.	Belphegor	(M. Novarre (Lucien Dalsace	10 eps.
May 30th.	Mystery Rider	William Desmond	10 eps.
Aug. 8th	Mysterious Airman	(Walter Miller (Eugenia Gilbert	10 eps.
Oct. 17th.	Pirate of Panama	All Star Cast	12 eps.

Thanking you for all past business that you have made possible for us, and assuring you that we are anxious now and at all times to be of service to you in helping you boost your Serial business, and with kindest personal regards, I remain,

Sincerely yours,


Managing Director.

How To MAKE MONEY WITH SERIALS

**A Universal Text Book
on Showmanship**



UNIVERSAL'S 1929 SUPER SERIAL PRODUCTION SCHEDULE -

JAN. 10th, 1929.

"POLICE REPORTER"

with WALTER MILLER & EUGENIA GILBERT

JAN. 14th, 1929.

"SCARLET BRAND"

with NEAL HART & LUCILLE IRWIN

MCH 21st, 1929.

"BELPHEGOR" - "PHANTOM OF THE LOUVRE"

with M. NAVARRE & LUCIEN DALSACE

MCH 25th, 1929.

"TARZAN THE MIGHTY"

with FRANK MERRILL & NATALIE KINGSTON

MAY 30th, 1929.

"MYSTERY RIDER"

with WILLIAM DESMOND

JULY 8th, 1929.

"FINAL RECKONING"

with NEWTON HOUSE

AUG. 8th, 1929.

"MYSTERIOUS AIRMAN"

with WALTER MILLER & EUGENIA GILBERT

SEPT. 30th, 1929.

"DIAMOND MASTER"

with LOUISE LORRAINE

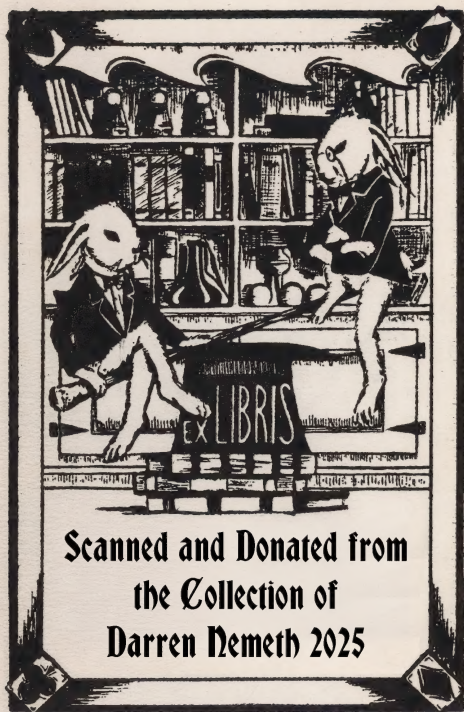
OCT. 17th, 1929.

"PIRATES OF PANAMA"

with ALL STAR CAST

WITH COMPLIMENTS
AND WITH THE HOPE
THAT THE FOLLOWING
PAGES WILL ASSIST
YOU IN ADVERTISING
UNIVERSAL SERIALS.

James W. Bryson.



Foreword



IN thirty years' time the motion picture business has grown from "penny arcades" to "palaces" costing millions.

Old standards have been thrown down; new ones risen. Today exhibitors are faced with a harder situation than ever before—causing me to pause to point out one item of product that has always made money for exhibitors since the very inception of this business—the *serial*.

It was the SERIAL that in years past sent thousands of people into theatres every week. It was the SERIAL that created the "movie-going habit" in America and the rest of the world.

With the changes in the business many theatres have discontinued serials, without reason.

These theatres have failed to remember the fact that serials originated the "MOVIE HABIT." These theatres have gone along, operating on the "goodwill" that has been created by serials in the past.

During all these years I have steadfastly stuck to the principle that a picture that can build up "goodwill" is essentially a part of every exhibitor's program.

I have made many serials that have brought big profits to exhibitors, *i.e.*, "WINNERS OF THE WEST," "IN THE DAYS OF BUFFALO BILL," "BLAKE OF SCOTLAND YARD" and many others.

This book, therefore, is dedicated to exhibitors who profit by the experiences of the past. What is true of the past is true of the present! Universal serials have made money for exhibitors in days gone by. Serials have that same, and even a greater, lure now than ever. The public hasn't changed, and my advice to you is to book, boost and play serials regularly.

Carl Laemmle



Does it pay to exploit serials? If you've ever had a surging, red-blooded crowd of enthusiastic rooters making whoop-ee for your opening episode, you know the answer! And what is more, my son, you're a showman!

How to **MAKE MONEY WITH SERIALS**

A
*Universal Text Book
for the Use of Motion
Picture Exhibitors*



UNIVERSAL PICTURES CORPORATION

**730 FIFTH AVENUE
NEW YORK**

Printed in the U.S.A

Editor's Note

This reference book does not take the place of the press sheets supplied on the five serials mentioned. For the complete listings of accessories, publicity stories and ad. cuts, see that you get the individual press sheets on each production.

The press sheets are current helps with each picture but this little volume has been prepared as a permanent and practical accessory for your desk. It deals entirely with exploitation. No attempt has been made to include the publicity or advertising angle.

Stunts and general ideas that you can use for any serial are varied with stunts that have a particular tie-up value with Universal's five Serials.

You will find ideas for houses of 500 seats and of 5,000 seats. Pick out the ones suited to your capacity and bear in mind that many stunts must of necessity be adapted to local conditions. We do not know your local situation. All we can do is suggest IDEAS. The rest is up to you. And if you're a showman you will know what to do with this book. It is offered with the hope that it may convert many into a realization that just booking the picture and posting lobby cards and one-sheets is not enough!

If you find this book practical, Universal's Exploitation Department will be glad to know of it. Send in an account of your campaign together with photos of stunts and a photo of yourself for publication in *The Universal Weekly* and the trade publications.

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Ideas, Brains, Showmanship

HANDLING advertising, exploitation and publicity for fifteen years, backed up by traveling all over the nation, analyzing all types of local situations, handling every conceivable kind of picture from split reel cartoons to million dollar productions, is, at the very least, a broadening experience.

The show business is the finest business in the world. Something new and interesting every minute of the day's work; not much chance to lose one's pep—for the show business is fundamentally an emergency business and every showman, whether managing a theatre or carrying on in a producer's office, works with one eye on the calendar. Old Mr. Release Date, or his brother Opening Date, is staring him in the eye and whispering threateningly in his ear, "*Step on it!*"

And yet, nothing can be slighted, or seemingly hurried—in fact speed gets to be a habit. And that brings up a point.

Ninety-nine per cent. of putting over a picture—making a box office success for his house—may be said to consist of "accomplishing the impossible." That may sound crazy—and yet it is the experience of every showman. He will start with a bare idea — for example a newspaper tie-up. If the theatre manager is not a real showman he allows resistance to build up in his own mind. Ofttimes he is licked before



he starts. Does the experienced showman do this? He does not! He goes out after the newspaper and gets what he wants—overcoming prejudice and, by shooting square, making his proposition as attractive to the editor as it is to himself.

How Real Showmen Work

We may suggest an exploitation stunt—some sort of ballyhoo that requires a police permit. The real showman *gets it!* The timid theatre manager says, “They’d never stand for that”—and does not even bother about it any further.

Perhaps a diagram for a lobby display is shown in a press book, or a window display, or a truck ballyhoo, or one of a hundred different effective stunts. Your real showman picks out the ideas suitable and puts them over at small expense. But the non-showman says, “What do they think I am—a millionaire? I can’t afford stunts like that!” And he loses the results of the suggested idea.

Perhaps a presentation is described, diagramed and illustrated in detail, or a prize contest, or a popularity contest. What happens? The real showman picks the stunt that fits his patrons and his house, and puts it over. The non-showman, afraid to spend a few dimes or organize his stunt, wonders why business is going to his competitor.

Not so long ago an exhibitor wrote Universal that some of our suggestions were impractical. He pooh-poohed the idea of a boys’ parade on a serial opening date.

The suggestion was not original with Universal—it was conceived in the fertile brain of an Ohio showman who hooked up with a newspaper, had 750 kids in line, headed by the paper’s Newsboys’ Band, and mopped up with his picture.

“It Can Be Done !”

It wasn’t for nothing that Carl Laemmle coined the Universal slogan, “It Can Be Done.” Years of experience as an exhibitor and as a producer taught him that no one can lick you but yourself. That thought,



and the old saw, "Where there's a will there's a way," are included in his terse sentence—"It Can Be Done."

Looking back over experience we learn this, that some exhibitors are natural showmen; others are not. For instance, in Universal press books we suggest a great many exploitation stunts. To many exhibitors some of these seem impossible, yet the natural showman will put over those same doubtful stunts in even a bigger way than the press book suggests and register tremendously at the box office.

Some of the finest, costliest, artistic and most dignified pictures ever made have cleaned up on simple, almost cheap, ballyhoos, when they were flopping under a logical, dignified presentation.

To recall an instance—not with a Universal picture, but the same thing has happened to every producer in the business—where a silly street stunt saved a picture during the death throes of its run. The stunt, a truck ballyhoo, caught the crowd. A few novel eye-catchers were put in the lobby to freshen it up and the picture started to build—and kept on building till it got second reviews in the papers and a capacity audience at every performance.

Get Talked About

Human nature never changes. The whole art of showmanship depends upon the unchanging quality of the every-day man, woman and child.

Attract attention—give 'em the entertainment you advertise—make them believe in you and your house—never miss an opportunity to get a mention—get talked about. As P. T. Barnum always said, get and keep yourself talked about—keep a step ahead of 'em—get 'em guessing—but don't fool 'em.

The more clever the stunts you pull, the more you are talked about. The more you are talked about, the more successful you will seem to the crowd. Many an ordinary picture has been put over big by the way it was handled in exploitation.

So hammer away at the public with publicity, advertising and ballyhoo. In the theatre—out front—in the lobby—on the marquee—on the sidewalk—on the streets—on the boards—in the papers—and shoot your programs and heralds directly into the homes. Keep everlastingly at it.

Take this book. Read it till you know it by heart, or use it as a reference book every time you are up against it for an idea.

Keep Them Wondering

The wise showman uses showman's helps and showmanship constantly and unceasingly!

When you book a serial, study the press book. Get the selling angle.

Then turn to this book. You'll find suggestions galore. Don't stop at one stunt. Keep 'em on their toes wondering what you'll do next.

Prepare a surprise—and build for a smashing opening for the first episode. That's the big trick—once started with a great Chapter One and they'll keep on coming.

Every suggestion in this book is tested, time-tried, practical. Something to fit every house, every location, every kind of patronage, every local condition.

Remember, you are going after business that lasts from ten to twelve weeks. That's something you can't do with the finest feature ever made.

Many managers have become real showmen through experience. They may have timidly tackled a ballyhoo stunt at the start and learned that most stunts, if gone about with enthusiasm and the will to do, are easier than they seem—and added experience has enabled them to handle any show problems.

You and you and you can put over any stunt suggested in this book. Get the right mental attitude first—and that is that a ten or twelve week serial is a *bigger* exploitation possibility than any feature ever released.

If you play it that way you can't lose. But if you play it as simply two reels of film on your program you can't win.

Capitalize The Serial Habit

The only thing that prevents people from jam-packing a house on serial nights is this wrong attitude on the part of the manager himself. Get this point—the biggest, most successful, most popular magazines in the entire world (in fact almost every magazine, whether issued weekly or monthly) hold their readers by running the long stories in installments. That is nothing more or less than serials in type.

Every patron of your house is accustomed to reading stories in installments. Thus, by the same psychology, every reader of magazine installment stories in your neighborhood is a possible patron of Universal's installment serials.

The old idea that serials were for small houses only is being effectively smashed every day in the year by the booking of Universal Super Serials in the finest theatres.

To look over our records and see what real showmen are doing with Universal serials is to be amazed that every exhibitor who can get them doesn't make a serial a standing attraction on his program.

Such masterpieces as "Tarzan the Mighty," "The Diamond Master," "The Final Reckoning," "The Mystery Rider" and "The Pirate of Panama" appeal to that innate love of adventure that sells fiction magazines by the millions annually.

The Right Slant on Serials

Kids? Of course they attract kids. Good business, that. The kids of today are the men and women of tomorrow—and you can bank their money just as easily as you can adult admissions. And once you get the kids coming they drag the older folks along. It never fails.

So our message to you, as showman to showman—if you have been foolishly led to believe that serials were not for your house—turn over—think—get the *right* slant on serials that are right for any house.

It's a hundred to one that in passing up serials you have been passing up real dough.

This book was prepared by men who could walk into your house tomorrow and take over your advertising, publicity and exploitation and *absolutely guarantee* to put your house over, no matter what the competition or conditions. No, we are not smart alecks or wise guys, but men who have been through the mill—have had years of practical experience—*know it can be done and how to do it*—men who know the show business by practically a lifetime of successful accomplishment—not theoretically, but actively and practically.

Increasing Your Gross

We feel that we are qualified to claim that we are showmen. We have taken releases that presented small possibilities—ordinary possibilities—and by ideas, pressure, work and showmanship have crashed them over to three, four and five times the profitable grosses set for them. And the beauty of this labor is that while doubling, tripling and even quadrupling the grosses for the producer we have doubled, tripled and quadrupled the receipts and profits for exhibitors, in spite of the fact that these exhibitors paid the ordinary rental commensurate with a picture considered a small timer.

We have taken a film that presented the smallest possibilities for the exhibitors and have shown them how to actually mop up with it far and away beyond their wildest beliefs—and with what? Nothing more than *Ideas-Brains-Showmanship*; just a few steps ahead in cleverness than what had been used before.

Use the Text Book

That, incidentally, is the basis of Universal's exploitation department—"Being a step ahead in cleverness," doing the unusual, being bold enough to try something new, working it out practically and then telling exhibitors how to put it over.

In connection with Serials, this text book is chock full of such examples of showmanship. We've provided them for your use. *Use them* for building your business to bigger proportions with constantly increasing profits.

The Value of Goodwill

THE most important asset that any Company can possess is "Goodwill." In establishing the value of any Company, next to property value, cash in the bank and contracts, comes "Goodwill." And in many Companies the value of "Goodwill" runs into the millions of dollars.

Unfortunately, in the picture business, it is often impossible to build up "Goodwill" in any particular type of picture.

Unless a patron is extraordinarily sold on a picture, he is satisfied after he has seen it once. Therefore, "Goodwill" is limited to "word-of-mouth-advertising." The picture cannot repeat with the same customers.

However, there is one brand of product, the only one that has in itself the power to bring people back into the theatre week after week and that is the *Continued Story*; the *Serial Picture*. The *Serial Picture* is the only picture that stabilizes theatre patronage. The theatre owner can tell to an admission, almost, the number of people that he will have in his theatre on each night the serial runs. This stabilizer has proven a life-saver times without number.

Due to the scramble for vaudeville acts, presentations and everything except pictures for the past three or four years the bigger theatre has forgotten entirely the "*Goodwill-Building Serial Picture*."

Good For All Houses

There is no theatre in America—large or small—that cannot use a serial profitably, at some time of the day or evening. Serials contain the type of entertainment that pleases the youngsters.

But for ten years big theatres have done everything in their power to keep the youngsters out of the theatre. Many a big theatre man will tell you that he doesn't want children patrons; that he would rather not have them. This is a ridiculous statement. It represents a situation in this business that is directly responsible for the constantly dwindling patronage of our bigger houses. Today the big theatre man is sitting down in nightly conferences with his associates trying to figure out some way to get the young folks back into his house. He realizes that in the past ten years he has driven away children that are the grown-ups of today—children that are "walking twenty-four sheets" for their favorite picture theatre—the most loyal patrons an exhibitor can have.

There are companies in other lines of business that are doing grosses upwards of millions of dollars a year on one thing *and one thing alone*—

the children's trade. In every line of business outside of the picture business the children's trade is recognized.

Keen advertising men—even in their advertisements of articles that are supposed to appeal only to the grown folks—are carefully scheming selling plans that will appeal to the children with the idea in mind that they will influence the parents to make the purchase. *The child of today is the parent of tomorrow!*

There is no theatre in this country that cannot run a serial, profitably, at some time of the day. In this book Universal presents to you a complete resume of tried and proved business building ideas that are good for sick box offices—Ideas with which any theatre man can market his serial—increase his “*Goodwill*” materially and make a handsome profit while he is doing it.



The costume contest—one of the greatest flashes you can devise for opening day. In this one the exhibitor promoted the merchants for prizes and used the winners for prologue and street ballyhoo purposes

What to do Day by Day

STARTING THIRTEEN

≈ SERIAL

An entire two weeks' campaign is outlined here-with to make it easy for any exhibitor to exploit a serial effectively. Check up daily on the reminders! Execute your plans with less trouble and with greater thoroughness! Do something every day for two weeks — then cash in for 12 weeks!

*All stunts
suggested in
The Serial
Calendar
are described
fully in
this book*

13 DAYS BEFORE OPENING

1.—Read this Serial Text Book thoroughly. Select the stunts that apply directly to the chapter play and check others that you can adapt.

2.—Study the press sheet on the serial and lay out your publicity and advertising campaigns.

3.—Clip out a feature advance story, have it typewritten neatly, inserting your theatre name and playdate, and send it to your newspaper.

4.—Cut out the ads you intend to use and make a schedule for insertions, labeling them for "Coming," Advance dates, "Tomorrow" and "To-day."

5.—Prepare the list of accessories you need (see pages 70 to 75) and send in your order to the exchange.

6.—Check up to see that your newspaper is set to start running the 25,000 word "Tarzan" serialization (see page 47) tomorrow.

12 DAYS BEFORE OPENING

1.—Make arrangements with the Dennison dealer and the newspaper for the Dennison poster contest. (See page 48.)

2.—See various dealers for hook-ups and window displays. (See pages 25, 33, 40, etc., for suggestions.)

3.—Begin sniping the town with teaser cards and throwaways.

4.—Prepare copy on the coming of the serial for your "Newsette." (See page 42.)

5.—Start using your trailer for an "advance presentation" stunt as explained on page 26.

6.—Throw on special slide calling attention of your patrons to publication of serialization in newspaper. Buy several hundred copies at reduced rate to give away.

7.—Line up Boy Scouts for tie-up purpose outlined on page 68.

11 DAYS BEFORE OPENING

1.—Have your artist start work on the special cards for store window tie-ups and for your lobby. (See "Your Show Window" section on page 55.) Have him follow suggestions contained in the sketches reproduced.

2.—Have your carpenter make special layouts and effects for the lobby and marquee.

3.—Start your poster man out to put up paper bearing "Coming" signs. On 24-sheet stands or on sides of barns and other buildings have him create a 24-sheet flash as explained on page 22.

4.—Start the "Treasure Hunt" stunt (see page 23) getting the advertising manager of your newspaper to assist you in landing merchants for the cooperative ad forming a feature of the idea.

5.—Tie up with a radio broadcasting station. (See page 24.)

DO SOMETHING

on "TARZAN the MIGHTY"

DAYS BEFORE OPENING

CALENDAR

10 DAYS BEFORE OPENING

- 1.—See motion picture editor of the newspapers and arrange for a special story to be run next Saturday or Sunday with a pictorial spread.
- 2.—Be sure that the newspaper is giving you daily stories announcing the opening of the Dennison contest on Monday. (See page 48.) Check up to see if the Dennison dealer is doing his part in the campaign.
- 3.—See that all ad cuts and mats are turned over to the newspaper advertising department with full details of dates, space, etc.
- 4.—Stretch a banner across the street and also on tops of automobiles. (See page 28.)
- 5.—Tie up with soda fountain for special drinks as explained in the stunt on page 33.
- 6.—Have your staff artist start work on the Chapter Clock. (See page 37.)

9 DAYS BEFORE OPENING

- 1.—Plant more publicity stories and try to get an illustration into the paper.
- 2.—Check up on posters to see that all your stands are filled and if there are vacant spots available order more paper. It pays!
- 3.—Send heralds to printer with copy for back page. Try to sell a portion of the space for ad cards and thus make the herald pay for itself.
- 4.—Check up on the cooperative page ad.
- 5.—Start putting up lobby teasers.
- 6.—Land a window display in a telegraph office, in accordance with the description on page 25.
- 7.—Complete plans for ballyhoos, tie-ups and other general stunts you have decided upon.

8 DAYS BEFORE OPENING

- 1.—Start distributing and mailing heralds. (See page 76.)
- 2.—Line up confectioners for free candy for children's matinee and various tie-ups. (See page 26.)
- 3.—See that merchants are all set for window tie-ups.
- 4.—Put up banners in lobby and in prominent spots about town. See page 73.)
- 5.—Launch a campaign aimed at getting in the women. (See page 31.)
- 6.—Have your staff artist and carpenter construct shadow boxes for your lobby. (See page 34.)
- 7.—Order special costumes for your house staff. (See page 39.)
- 8.—See newspaper editor and launch a newspaper contest.

7 DAYS BEFORE OPENING

- 1.—Prepare a special article on the serial for next week's Newsette.
- 2.—Engage your ballyhoo men for next week. ("Stunts" section will supply ideas for various kinds of ballyhoos.)
- 3.—Clip feature stories and Dennison contest stories from newspapers and mount in lobby.
- 4.—Prepare letters to go out on special mailing list.
- 5.—See that all window cards are placed.
- 6.—Arrange with Dennison dealer for crepe lobby display.
- 7.—Break an announcement of Harmonica Contest. (See page 43.)

EVERY DAY!

HIT ON ALL SIX FOR

~ SERIAL CAL

6 DAYS BEFORE OPENING

- 1.—Snipe daters over "Coming" signs on all paper and signs posted.
- 2.—Place lobby and insert cards in your lobby and other spots.
- 3.—Plan to run a second contest ("The Animal Button Contest") direct from your theatre. (See page 78.)
- 4.—Prepare announcement of this contest for lobby, programs and slides.
- 5.—Line up the kids to escort the print when it arrives in town, in accordance with the story on page 21.
- 6.—Erect horizontal 3-sheets on your marquee as shown on page 22.
- 7.—Put up poster cut-outs in your lobby, on your marquee and in various other places.

5 DAYS BEFORE OPENING

- 1.—Announce Animal Button Contest.
- 2.—Get your ballyhoos out on the streets for the week.
- 3.—Put your rhouse staff in the special costumes for the chapter play.
- 4.—Start building your lobby displays.
- 5.—Sew up with your newspaper for a score board sign such as the one illustrated on page 30.
- 6.—Launch the popularity contest mentioned on page 36.
- 7.—Tie up with toy stores (page 41) for window displays of toy animals.
- 8.—Complete your book store tie-ups. (See page 44.)

4 DAYS BEFORE OPENING

- 1.—Give out buttons daily.
- 2.—Line up your editor to see that you get daily stories until the opening and increase your advertising space.
- 3.—Check up on cooperative ad.
- 4.—Finish lobby display.
- 5.—Exhibit some of the first entries in the "Tarzan" Poster Contest in your lobby.
- 6.—Announce that novelties will be distributed at the opening performance.
- 7.—See that a Serial Club is functioning. (See page 64.)
- 8.—Announce that premiums will be given to the adults, as explained on page 60.

3 DAYS BEFORE OPENING

- 1.—Start telephone campaign to notify patrons of the play dates. (See page 22.)
- 2.—Keep Dennison Contest and Button Contest hot.
- 3.—Distribute more throwaways with opening date on them.
- 4.—Read through Text Book and select additional stunts that will get the serial talked about.
- 5.—Give the serial your personal endorsement on the screen and in your ads.
- 6.—Get a squad of Boy Scouts to paint the animal tracks (see page 30) on the sidewalks in the vicinity of your house.
- 7.—Make arrangements with your newspaper for overprints. (See page 39.)

DO SOMETHING

SECOND WEEK

END AR

2 DAYS BEFORE OPENING

- 1.—Check up with orchestra leader to see if picture has been properly cued.
- 2.—Get more stills into the newspapers.
- 3.—Announce that "Perfect Attendance" cards will be handed out at the opening performance.
- 4.—Send out truck ballyhoo.
- 5.—Complete your school tie-ups. (See page 66.)
- 6.—Announce the distribution of tickets via toy parachutes. (See page 45.)
- 7.—Put over the Navy recruiting idea on page 44.
- 8.—Have the Dennison dealer put in the special crepe lobby.

1 DAY BEFORE OPENING

- 1.—Break co-operative advertisements.
- 2.—Plant special stories in newspapers.
- 3.—Put "Opens Tomorrow" snipes on posters.
- 4.—Add special features and bunting to lobby display.
- 5.—Present winners of contests with free tickets.
- 6.—Erect the Chapter Clock in your lobby. (See page 37.)
- 7.—Display premiums in your lobby.
- 8.—If possible, make radio announcement of the opening tomorrow.
- 9.—Spring new stunts to focus attention on the opening.

OPENING DAY

- 1.—Install the Thrill-O-Meter in your lobby. (See page 29.)
- 2.—Distribute novelties.
- 3.—Stage parade of kids.
- 4.—Distribute prizes in lobby or on stage to winners of Dennison poster contest.
- 5.—See that newspaper reviewer attends.
- 6.—Have policemen present to keep lines straight.
- 7.—Have calliope play in front of house all day.
- 8.—Pass out "Perfect Attendance" cards.
- 9.—Place Episode No. 2 lobby cards inside foyer so that those passing out will be keyed up to return next week.

This calendar is necessarily condensed, owing to lack of space, but it hits the highlights of a campaign that will insure good business for any serial. In order to preserve this book, have your assistant prepare a similar calendar, revising some of the stunts to fit local conditions and elaborating where desirable. Thus you will have on your desk a complete plan of your campaign — easy to refer to at all times.

*A carefully
planned
campaign,
well
executed,
increases
profits*

EVERY DAY!



S·T·U·N·T·S

for Chapter Plays

A resume of ideas - new and old - designed to fit serials generally; to build up business for your house and to attract new patrons.

SERIAL stories are the means by which magazines build circulation. If the first installment of a serial intrigues them, the purchasers are sure to become constant readers. And the magazines advertise the serials!

The first chapter of a Universal serial should insure capacity audiences for each of the succeeding episodes. But exploitation and advertising are required to arouse their interest at the start—and to keep them *reminded* of your playdates on the serial

The purpose of this book is to supply the exhibitor with every available aid to enable him to make his serial playdates the biggest of the week. In the past, serials have not received the exploitation to which they have been entitled; exhibitors have overlooked a golden opportunity to build up a steady patronage. *Exploit your serials as big as your features.*

The constant use of this text book will increase your profits.

The stunts on the pages that follow can be adapted for all types of serials and are general in scope.

Study the book carefully and select the stunts adapted to your local conditions.



Escorting The Print

A spectacular stunt that is always good for publicity is to have the prints of the episodes escorted from the railroad station or express office to your theatre.

If you cannot get a guard from the police department or a military detachment line up the Boy Scouts of your town to escort the print. They should be in uniform and march in single file on each side of the truck bearing the can of film.

Decorate the truck with bunting, posters, etc., and in addition to the Boy Scouts honor guard, line up as many kids as you can to form a parade, wearing costumes tying up with the title, as illustrated above. See that the paraders carry banners and one-sheets on poles as shown in the sketch.

In order to get as many paraders into the line as possible tie up with a candy merchant to furnish small bags of broken candy to those who participate. Announcement of this will mean a big turn-out of kids, and you can compensate the candy merchant by giving him publicity in return.

Induce your editor to give you a good advance story on the stunt, stating that you are expecting such large crowds to see the serial that you are taking no chances on losing the film and disappointing them, and that you want "a committee of 500 boys to act as official escort to Tarzan the Mighty, who will arrive in town with a galaxy of jungle beasts and jungle thrills on (date)." If you run a jungle costume contest the week preceding opening arrange for all contestants to enter the parade in costume.

Constant Reminders

Most patrons upon seeing a chapter of a serial want to see the following episodes. But there is danger that they may forget when chapter two comes along.

One of the most vital points of showmanship in putting over a serial is to keep these potential patrons reminded constantly of your serial play-

dates. For that reason you must exploit and advertise your serial as thoroughly as you do any feature you play.

Accustom your patrons to look regularly for your announcements, posters, etc. If you have any 24-sheet stands under lease make use of them for serials also by using the 6-sheet, a three-sheet, one-sheets and large block lettering for dating. In this way you will achieve the smashing effect of a 24-sheet.

Even if you are playing a feature picture with your serial, give the serial a big play in your newspaper advertising, programs, etc.

Your mailing list can also be used for this purpose, sending out heralds or cards calling attention to the date on which the next episode of the serial will play your theatre. And, of course, your slides and trailers are supplied to you with just this purpose in mind.

Two Horizontal 3's for Your Marquee



The theatre here illustrated got over this great marquee flash by using two cut-outs from two horizontal 3-sheets instead of cutting out one poster as is the usual case. In addition, circular cut-outs from the upright 3's were added, achieving a display that could be seen for a considerable distance. Note the 5-color banner suspended below the marquee and the large lettered banner above the cut-outs.

Telephone Stunts

If your theatre has unlimited telephone service make use of it to notify all your patrons about the showings of the serial.

Have two or three of your employees call up all the telephone subscribers in your neighborhood. Start the day before each episode opens, informing them of the forthcoming event, and continue throughout the run. Thus you will get your message broadcast cheaply and if the invitation is extended in a pleasant manner the public will appreciate the service and reciprocate with their patronage.

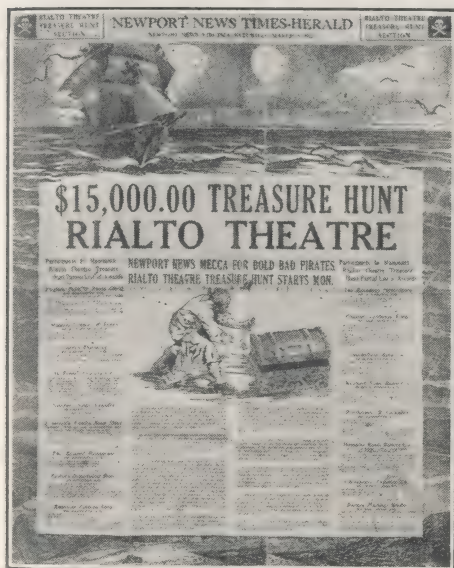
TREASURE HUNTS

"Treasure Hunts" constitute high-powered exploitation, and the idea has been used with huge success by many theatres. One exhibitor in Newport News put the stunt over with such a tremendous smash that the newspaper with which he cooperated was forced to print an 8-page

supplement devoted entirely to the hunt and filled with cooperative ads, the front page of which is shown at the left.

"The Pirate of Panama" furnishes a perfect cue for such a hunt, but it can be adapted to other types of serials as well by changing the features.

The treasure hunt stunt is one that must be started considerably in advance of your playdate. To be effective it should be tied up with your newspaper and as many merchants as you can line up. Put it over in a big way—and your box-office will profit from it.



While there are many variations of the idea, the most popular type of treasure hunt is worked as follows:

Get in touch as early as possible with your local newspaper and promote the advertising manager into cooperating with you to the extent of getting up a cooperative page, double truck or an entire section. His approach to the merchants of the town will be simplified by the fact that they will get a big break in publicity and the stunt will prove mutually profitable to all.

Your initial announcement should state that starting on the Monday of the week during which you play the serial you will present tickets bearing numbers to all who ask for them. (To comply with postal regulations distribute the tickets to all who ask for them in the lobby of your theatre.) Among these tickets are "Lucky Numbers" which will be good for prizes at the stores of the merchants. Only a certain number of the Lucky Numbers should be included among the tickets given out each day, in order to keep the stunt alive throughout the run of the serial.

In order to learn if their tickets bear Lucky Numbers the holders must visit the stores which are in on the stunt. These merchants contribute one or more prizes which are put on display in their windows in a "treasure chest." The lucky number is not visible from the street. In

order to learn what the number is each person must enter the store where it will be on display. This gets them inside and makes sales.

The cooperative ads will give the identity of the stores which will award the prizes.

This stunt will mean that a considerable number of persons will enter the stores throughout the run of the serial, and if bargain sales are conducted simultaneously the merchants will cash in on their cooperation in a substantial way. Exhibitors should also give them extra publicity on the screen, in their programs, etc., as an inducement to come in on the stunt.

To stimulate interest in the stunt, station a number of the more valuable prizes in a "treasure chest" in your lobby and announce that the lucky numbers for these prizes will be flashed on your screen.

A more expensive, though more appealing, variation would be to use locked treasure chests in all the stores, handing out real keys which the holder tries in the lock. Such keys can be purchased from the Steel Specialty Mfg. Co., 35 S. Dearborn St., Chicago, Ill.

Radio Tie-Ups

While not every exhibitor is in a position to make use of *radio* as an exploitation aid, showmen in towns where there are broadcasting stations can land lots of publicity by tying up with them. Theatres in various parts of the country are doing it constantly.

The best way to get your message on the air is to make arrangements with some client who rents time from the station to devote a portion of his program to boosting your theatre and pictures. In Seattle, for instance, an exhibitor has tied up with a biscuit company which conducts a "Recipe Hour" each morning, and supplies passes to be given out for the best recipes submitted. In return, the company broadcasts the entire programs being presented at the theatre. In other words, the theatre gets daily publicity over the air at the trifling expense of a number of passes.

This general idea can be adapted to other commercial radio features. A merchant using the radio can offer passes to the first five persons entering his store each morning, and the announcer can work in your theatre name and program at the same time. In a "Children's Hour" feature passes can be offered for the five best letters commenting on your theatre and offerings. These brief suggestions are capable of elaboration to fit local conditions.

Some stations at times have "holes" in their programs, and it may be possible for an exhibitor to go on the air himself weekly. He can discuss interesting phases of the movies in general and incidentally give a hint as to the thrills in the forthcoming episode.



Telegraph Tie-Ups

Telegraph window tie-ups lend an aspect of importance to your play-dates at little expense.

The Postal Company has repeatedly shown its willingness to cooperate with motion picture theatres in this manner. Have your staff artist letter the tie-up sign for the window. In addition to the two 22x28's you can enhance the attractiveness of the display by the use of stills and small cut-outs.

Telegraph window hook-ups depend upon the cleverness of the tie-up which must always illustrate some phase of the company's service. Display matter must be dignified and in keeping with the conservative show windows of the Postal and Western Union Corporations.

The illustration below shows how one theatre in Denver broadcast its message far and wide. Not only did it land a window tie-up with the Postal Company, but it obtained permission for all the messengers to



carry a playdate announcement on their caps before and during the showing. If you put it over, invite the messengers to be your guests and have them parade to the theatre in a body.

Using Trailers for "Advance Presentations"

Special trailers are prepared by Universal for its serials. They average 125 feet in length and are crammed with flashes of breath-taking moments from the chapters.

While these trailers possess great drawing power alone they can also be utilized for novel advance work together with sound and light effects that increase their effectiveness.

In putting on the Tarzan trailer, for example, darken your stage for a moment. Then a blood-curdling yell is heard and the spot is thrown upon a man dressed as an ape. He goes through various ape-like contortions. The lights are dimmed, the monkey vanishes off stage and the trailer is thrown on the screen. This is an inexpensive stunt that is sure to sell the serial to your patrons.

In other serials duplicate the idea with the exception of having the figure dressed to resemble the star of the chapter play. Ad lib the business to fit the particular serial. Have your orchestra and electrician supply special sound and light effects that tie-up with some of the punchy action in the trailer.

Order serial trailers from your Universal Exchange far in advance and use them frequently.

Teaser Campaigns

An infallible method of arousing interest in a forthcoming serial and getting everybody keyed up to see it is to stage a teaser campaign in advance of the opening of the first episode. You can use snipes, throw-aways, signs, slides, etc., etc., for this purpose.

The method of execution depends upon the title of the serial or the type of production, but if you can keep them guessing for a week—and then spill the news—you're sure to swell your patronage.

"Broken" Candy Tie-Ups

If you conduct a contest which enlists the interest of a considerable number of children, or if you stage a special matinee for them, tie up with a candy dealer to supply each of them with a bag of broken odds and ends of candy. Most of these dealers will be glad to distribute broken and unsalable candy in this manner for the sake of the advertising and publicity you give them in return. Also they will receive the good will of the kids and build up business. You can pack your theatre by advertising that every child at a special matinee will receive a bag of candy. You can furnish the bag, imprinted with your name and that of the confectionery store. Only a few pieces of candy need to be placed in the bag.



Moving Van Ballyhoo

It costs a little money, time and effort, but for those showmen who want a street flash that will delight the shades of P. T. Barnum himself the "moving van bally" is presented. And when you can spread your costs over ten to twelve episodes it doesn't mean so much to put this flash on the streets of your town; to wake up and remind the fans that *today is serial day!*

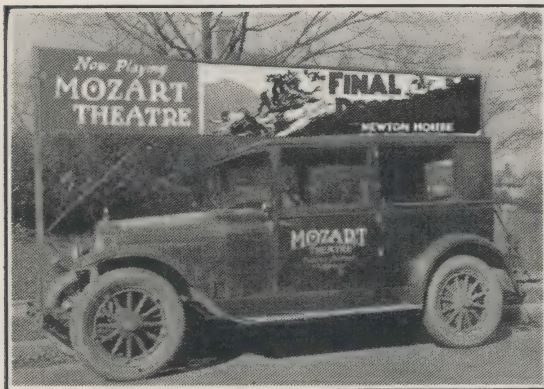
A large moving van auto truck is borrowed on every serial playdate in off hours when the truck is not in regular use. An arrangement of free advertisement for the moving van company on your screen and in your program cuts the rental to nothing.

Four detachable sides are built for the truck out of compo board, backed up by wooden frames, so that they can hook on to the sides of the truck with little difficulty every time you want to use it. The sheets of compo are cut in fancy scroll fashion along the top and painted bright red and gold, in true circus fashion. Horizontal 3-sheets are mounted on the frames made for either side of the truck and six-sheets are used fore and aft. For a variation use a horizontal 3-sheet cut-out on the roof of the truck with three's, one's and banners on the sides. A victrola with a loud speaker broadcasts band music inside the vehicle. Showmen have also used this type of bally with a radio inside to stop at busy street intersections and broadcast news of sports, elections, etc. The compo frames are used for other playdates with different posters pasted over them.

The illustration shows a real truck built for bally purposes. Such expense, however, is unnecessary and the average exhibitor on a big serial such as "Tarzan the Mighty" can adapt the idea along the lines suggested in the foregoing page.

Bannered Automobile

This bannered automobile is a permanent part of every ad campaign put over by the owner. In fact it's his regular family car and when in use for business purposes during the day it is equipped with a removable



sign across the top, as illustrated. A carpenter can construct the framework at a small cost, and your staff artist can letter the play date. The remainder of the display consists of the five color, 3 x 10 banner furnished for all serials.

It will pay you to use your own car in this banner and to arrange for similar banner space on fleets

of delivery cars run by local concerns.

Street Banners

There's no flash like a banner hung across the main street of the town.

If you can get permission from the authorities, stretch one of your banners across the street from your theatre during showing of each episode. You can use the regulation serial five color banner for this, mounting it on netting, as illustrated, or you can mount a 24-sheet on canvas, covering it with shellac to withstand the weather.

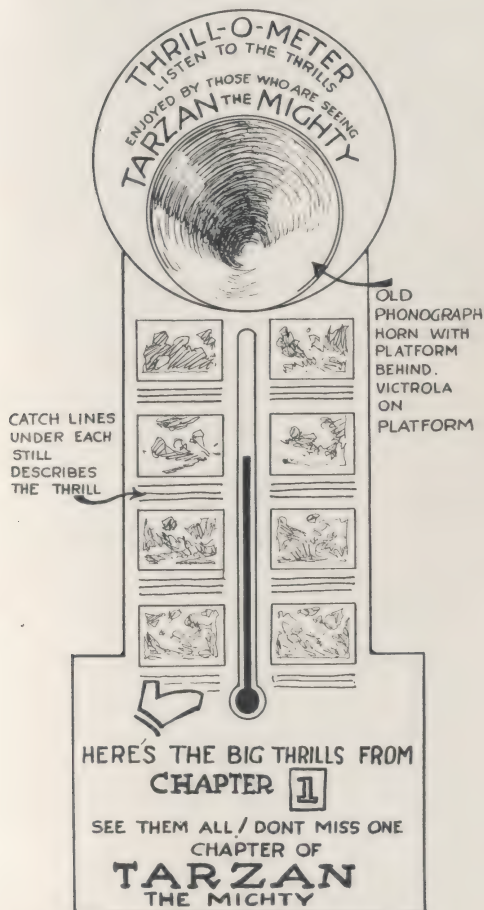
In many situations this is impossible but the wise showman makes a determined and well planned effort to get the necessary permission. A



flash like the one pictured here is worth any trouble to get. It means filling many extra seats!

The Thrill-O-Meter

A "Thrill-O-Meter" constitutes a lobby attraction that will stop every passerby—and it can be used for each episode, thereby spreading its cost over 10 or 12 weeks.



It can be constructed out of compo board, in accordance with the sketch shown here. Behind the layout station a small phonograph, resting on a platform, with the horn protruding through the circle at the top of the device.

Some phonograph companies sell records of animal roars, jungle sounds, etc. If you can obtain these, play them on the phonograph and it will constitute a perfect tie-up with "Tarzan the Mighty." If such records are not available, you can make one of your own. It is easy to obtain a recording device and blank records, and your orchestra can make a record of animal noises interpolated with someone calling attention to the big points of the picture in true ballyhoo style.

Your doorman or a special attendant can be used to operate the machine during the showing of the serial.

The sketch gives full details as to other features of the Thrill-O-Meter. Use flashy colors in painting the device, with red for the thermometer.

First Episode Synopsis

Try this stunt to catch the eyes of those who would be interested in seeing the serial if they knew how fascinating the story was.

In your newspaper advertisements for the second episode run a synopsis of the first chapter for the benefit of those who did not attend the opening night. This will whet the reader's appetite and probably make steady patrons of them during the run of the entire serial.

The same stunt can be adapted to throwaways, printing below the synopsis: "For the continuation of this fascinating story go to the Strand Theatre on (dates)."

Score Board Signs

Here's your chance to catch the eyes of all the baseball fans in your territory.

If your newspaper has an outdoor score board make arrangements to



get a permanent spot below it, as was done in one instance during the world's series. (See illustration.) Change your dating each week, and thus you'll get wide circulation of your announcement, for crowds gather in front of these boards every day.

In some instances showmen have made their own score boards (compo board painted black and ruled off with white paint) and mounted them atop

their marquee for announcements of important sports events. Announcements of coming attractions are sandwiched in with the sport news.

Animal Tracks on Sidewalk

Try this stunt to arouse curiosity—and to land lots of publicity for "Tarzan the Mighty."

Have a stencil made of an animal's footprint, with the title cut in the center, and paint the sidewalks and streets in the vicinity of your theatre with them, leading toward your house. Be sure to use soluble paint so that it can be removed easily; otherwise the authorities may object.

Tie up the stunt with your newspaper advertising by using the slogan: "Follow the trail of Tarzan to the Strand Theatre."

You can inject more mystery by imprinting on the sidewalks a considerable distance from your theatre about three nights before the opening; bringing them nearer the next night, and on the night before the first performance lead them right into your lobby.



Radio Broadcasting

Not every exhibitor has access to a radio broadcasting station, but if you are able to hook up with one, this stunt should be a big business builder.

Make arrangements with the manager of the station to allow you a few minutes on the air early in the evening before the opening of each episode. You can call it the Children's Movie Hour, and in addition to an institutional talk, you can work in some propaganda for the serial, giving a little of the action and touching the highlights of what is to come the next day.

Not only will this reach the kiddies, who will be sure to tune in for each of these broadcasts, but your message will reach the adults as well and get them into your theatre.

The material for your broadcast should be "circulation building" entertainment that helps the program of the station. On this basis you get on the air free of charge. For example, a discussion of wild animal life as portrayed in "Tarzan" should be a welcome addition to any radio children's hour.

Ever Try Getting in the Women?

In exploiting serials, exhibitors have neglected women in the past in the belief that they would not care for this type of entertainment. But times have changed. Today as many women as men read detective and action fiction, and therefore they constitute potential patrons to whom a portion of your campaign should be directed.

Stage a women's matinee during the showing of the first episode, and it will pay you handsomely to celebrate the event by presenting a flower to each woman who appears. Get their interest stirred up by inducing the editor of your newspaper to publish an article or editorial commenting on the fact that the fair ones are becoming "serial fans," that they no longer care for the wishy-washy type of fiction or plays and that they are showing their partiality toward virile he-man photoplays and serials.

This propaganda should have its effect in increased attendance. In your advertising and other publicity matter make a special appeal to the women, calling attention to the fact that Universal is producing only clean and wholesome serials, with romance intertwined with the action, and that they'll get as big a thrill out of chapter plays as they do from love stories.

If possible, get some favorable comments from women on the serials and use them in your advertising and publicity.



Poster Cut-Outs

Catching the eye is the chief objective of exploitation and advertising, and there is probably no more effective method to accomplish this than by the use of cut-outs. The cost of making cut-outs is so small that every exhibitor can afford to make liberal use of them.

Universal's posters are action-filled and designed with cut-out purposes in mind. Station the cut-outs in your lobby, on your marquee, in prominent locations about town and use them for truck ballyhoos.

For an effective night flash use a baby spot on a horizontal 3-sheet cut-out mounted on your marquee.

Where the window is high enough 3's and 6's in cut-out form make a great background for a window tie-up.

A coat of shellac makes 3-sheet lobby cut-outs look 100 per cent better.

First Night Stunt

The first night's showing of a serial should be made a gala affair in order to impress passersby.

Get out all the bunting in the store room and stretch it above the marquee. If you can make an economical arrangement with a florist place a flower horseshoe in the lobby together with a card or telegram from the star of the serial wishing you great success. Try to get the chief to loan you two patrolmen "to keep the lines in order," or line up the Boy Scouts for this purpose.

With this smash you are sure to land a capacity audience for the first episode and half the battle is won.

Ads On Heralds

Heralds are one of your best bets in exploiting a picture and they should be used liberally. You can make them pay for themselves by inducing merchants to advertise on the back cover, which is blank in all Universal heralds. Your program can be printed in the center of the

page and surrounded by ad cards. The cost to each merchant will be so low, and distribution so thorough, that it should not be difficult to sell the space to retail dealers in all lines. Get together with your printer on this, have him figure out the cost—and then increase your order for heralds. They'll pay big!

Soda Fountain Tie-Ups

A stunt that is always good for publicity is to effect tie-ups with soda fountains and get them to feature a special sundae or soda bearing the name of the star or the title of the serial. This will get wide distribution of your announcement.

Supply the dispenser with poster cut-outs, stills, window cards, etc., to decorate the fountain and have him put up the display every time you play an episode. You can supply him with tickets at a special rate which he can present to those buying the special soda or sundae, and in return he may be induced to reciprocate by giving you a number of tickets, good at his fountain.

"Tarzan" Flower Shop Tie-Up

The possibilities of window displays in various types of stores are graphically portrayed in this illustration, as adapted for "Tarzan the Mighty." It shows to what extent merchants are willing to go in for such a tie-up and how attractive such displays can be made.



The window pictured is that of a florist's shop. In addition to the painted jungle background, potted palms, ferns, etc., the layout includes cut-outs of wild animals, a stuffed elephant in a glass cage, stuffed birds, etc.

Two special signs and a cut-out from the three-sheet complete a window display that is a ticket seller par excellence.

Shadow Boxes

Don't overlook the value of shadow boxes in attracting persons who pass your theatre. They involve little trouble or expense and are powerful attention-getters.

In many theatres shadow boxes are built into the side panels of the lobby and constitute permanent features of the display. In the case of a theatre which does not have room for them, the boxes can be stationed in any part of the lobby.

The box should be attractively painted and decorated, leaving the front open. An atmospheric background, or a poster, should cover the rear panel. In the center of the box station a cut-out from a lobby card, adding any other paraphernalia that ties in with the theme of the picture. Place colored lights within and operate them by means of a flasher unit. Cover the opening with a piece of screening and you have an advertising adjunct that is sure to draw the eyes of all.

You can achieve a more striking effect by getting animation into the setting. For a Western picture you can cover the bottom of the box with sand, confetti or corn flakes and by the use of a concealed fan get over the illusion of a storm. If you use a cut-out of a rider a small motor can impart a galloping effect to it.

For larger shadow boxes use cut-outs of the one-sheets or three-sheets.

Hook-up Episode 12 of the Old with Episode 1 of the New

The time to put up a lobby display for a new serial is during the showing of the last chapter of the current serial. The picture shows how one theatre did it. The banner above the lobby calls attention to the fact that the final episode is being filmed, but at the same time the mammoth telephone cut-out, with posts and wires, is driving home forcibly the title of the forthcoming chapter play.



This is shrewd showmanship and it's a stunt that should be repeated at the completion of every serial.

Keep them keyed up! Keep the publicity pot boiling on your serials!



Animal Shows

Every kid has a dog or a pet of some kind, and a "jungle animal show" in connection with the showing of "Tarzan the Mighty" will always arouse intense competition and result in considerable publicity.

Stage the stunt in some vacant lot or open space, offering prizes for the best "animals" exhibited. The "jungle animals" are pets of all kinds such as dogs, cats, pigs, etc. etc. Get a dog fancier to act as judge, and have dealers in pets cooperate with you to the extent of contributing some of the prizes. Give him some publicity in return.

It would not be feasible to hold the show in your lobby, but you can arrange to have the boys march past your theatre on the way from the show and stop for a time to create excitement in the neighborhood.

All entries must carry cards or signs of some sort announcing "*Tarzan the Mighty's Animal Show at the Strand.*"

Collecting Food and Clothing

"Potato matinees," "apple matinees," and similar stunts have often been used with marked success by exhibitors for the purpose of helping out some local charity drive and at the same time winning good will for the theatre.

This stunt can be adapted particularly to the first episode of a serial, for it will mean that more children will be enabled to see it and naturally they will want to see the rest of the chapters.

If a local organization is calling for food or clothing for the city's poor you can announce that you will help the cause along by accepting two or three potatoes or any other edible for tickets in place of cash. Or the merchandise can be used as a part of the admission price. The food, stacked in your lobby, will be good for a picture and a story in the newspapers.

Try the same idea with clothing for the orphans, etc. Household articles can be used in a similar manner and sold at a rummage sale in your lobby, the proceeds to go to some charity.

Monster Book Ballyhoo

Boys of today are reading the famous G. A. Henty books, and many men, no matter how old, still remember the pleasure this famous boys' author gave them in their youth.

That's the reason the street ballyhoo pictured here will more than pay for itself. It ties up a great author with a great serial! It will appeal to everybody. It will lure them into your house.

Construct the giant book out of compo board or wood, painting it green and lettering it in white. A carpenter can transform the automobile as shown in the illustration quickly and at small cost. Follow the suggested copy.

It's a tie-up stunt with your local bookseller. Because of the share he gets in the publicity, he should be willing to contribute to the cost.

The idea can be adapted to a book perambulator, with a large replica of the volume being carted about the streets by a man hidden inside, with the book suspended from his shoulders by straps.

Complete the book angle of the campaign by getting your book dealer to put in a window display of Henty books, featuring "The Final Reckoning," before and during the showing of each episode. Window cards, cut-outs, stills and other accessories should be included in the layout.

Popularity Contests

Popularity contests always are good for newspaper publicity and stir up interest generally.

Adapting the idea to serials, the theme of the picture or the star of the chapter play should constitute the basis of the stunt. Taking "Tarzan the Mighty" as an example, stage a contest in connection with your newspaper to find the most popular athlete in town and the one whose physical measurements most closely resemble those of the star, Frank Merrill.

In the case of "The Mystery Rider," the contest should center about the best horseman in your town.

Use appropriate variations for other serials.

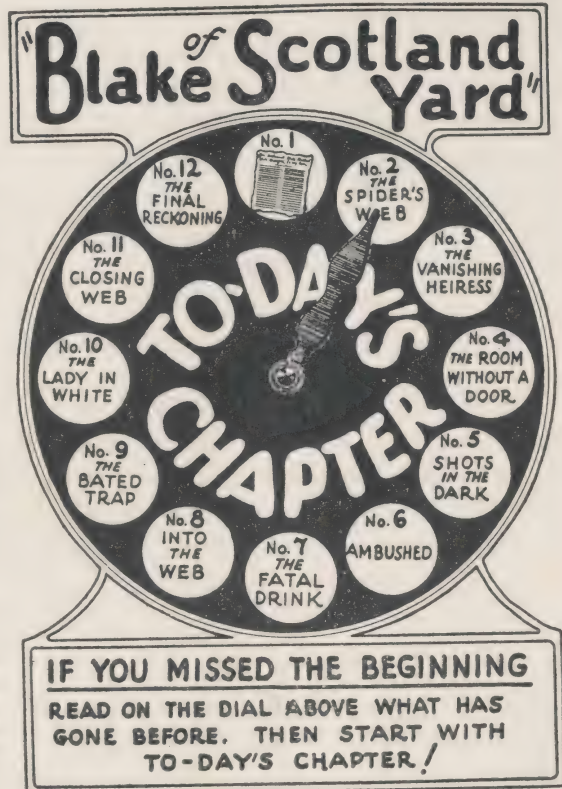


Chapter Clocks

To announce your chapters and portion of story that has gone before.

Build a big "clock" out of compo board to announce what chapter you are playing and station it in your lobby. This device not only announces the title of the chapter but, what is more important, brings in those who did not start with the first episode for the balance of the serial. In addition, it is a splendid eye-attracting bal-lyhoo for general flash purposes in your lobby.

Cut out a piece of compo board in the shape indicated in the accompanying sketch. Make a hand (like the hour hand of a clock) out of compo board or light wood and paint it red. Paint twelve (or as many as there are chapters in the serial) blue discs, to look like the dial of a clock. With bright green, letter the title and number of each episode on the discs. Attach the red hand to the center of the dial. Across the face of the dial letter: *Today's Chapter*. This should be in green outlined with blue and as large as the space permits. The drawing suggests the other lettering required.

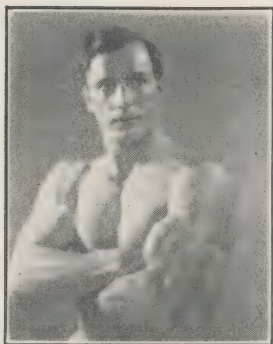


Place this display in your lobby as you play each chapter, with the hand moved so that it points to the current episode.

Every time you finish an episode paste over the disc announcing it the serialization installment covering that chapter. If no serialization installment is available look for the synopsis of the serial, chapter by chapter, in your press sheet. If this is not available have someone type-write the synopsis of each chapter in brief form that covers all the big punches and gives the reader some idea of the episode he has missed.

The fans who have missed an episode or two read what they have missed right in your lobby and then go in to see the balance of the serial.

"Tarzan" Athletic Angle



The fiction character, "Tarzan," as portrayed by the author, was noted for his tremendous strength. Frank Merrill, who plays the role in the serial, is a famous athlete who has won 21 championships in various athletic contests.

There's your cue for athletic tie-ups in exploiting the picture. And every kid is interested in athletics of all kinds.

The physical culture angle is the one to be stressed. The showman can tie up with a local gymnasium, the Y. M. C. A., and similar organizations, offering prizes for the best development of physique among the boys who enter the contest. He can run the contest in connection with a newspaper to create greater interest and land more publicity.

Stills of Frank Merrill, in the pose illustrated here, are available at your Universal Exchange. When ordering specify Frank Merrill Portrait No. 3. Make liberal use of them in the campaign. See that your newspaper publishes this photo daily in its contest section. Place it in windows of sporting goods stores and every other place where it will help you.

The Weight Gaining Angle

State that Merrill is interested in the physical development of the youth of the country, and offer prizes, consisting of cash, merchandise, tickets and pictures of Merrill, to a specified number of boys, who show the greatest gain in weight over a specified period. Hook in this contest with merchants selling weight and muscle building food.

Start the ball rolling by having the boys register at some gymnasium, where their weight, measurements, etc., are recorded. The three boys who make the greatest progress in physical development each of the twelve weeks the serial plays get prizes. At the end of the eleventh week the "*Blanktown Tarzan*" is selected and given the grand prize.

Stores handling sporting goods should cooperate by giving window displays, including the still of Frank Merrill, and should contribute athletic apparatus for some of the prizes.

Athletic contests of various kinds can also be staged, and by studying the local situation, any showman can elaborate on the general idea explained above to suit his house.

Benefit Stunts

Benefit performances for crippled children, inmates of orphan asylums and other philanthropic institutions not only gain publicity that helps the picture, but constitute propaganda that is extremely valuable to your theatre.

In every town there are organizations, such as the Rotarians, Kiwanians, Elks, etc., that can be called upon to cooperate in arranging a theatre party of this nature, and in some cases they are willing to pay a portion of the cost of the tickets. However, they invariably supply automobiles in which to carry the children to and from your theatre, and furnish candy, soft drinks, etc., to increase the joy of the beneficiaries.

If possible, repeat the stunt for each episode and see that the local newspaper mentions that fact on each occasion.

Costume Your House Staff

A sure-fire method of driving home the nature of the serial is to costume your house staff to resemble the chief characters in the picture. Such costumes can be rented from a theatrical outfitter's or they can be home made at small expense.

These costumes should be worn by your staff during the week preceding the opening to get full value out of the stunt.

The Use of Catch Lines

Don't confine your use of the catch lines prepared for each serial merely to newspaper advertising. They are concentrated sales talks, playing up the big moments of the story, the thrilling nature of the theme and the entertainment to be found in the picture, and liberal use should be made of them.

Have your artist letter the best of them on large cards to mount in the lobby. Use others with cut-outs from the posters, choosing a line that fits the pictorial scene. Use them on throwaways and special heralds. And make special slides of them.

Newspaper Overprints

Here's a stunt that is particularly effective for the first episode of a serial. Make arrangements with a local afternoon newspaper to supply you with a large quantity of the last edition and rush them to your printer, who has his type and makeup awaiting, and imprint across the top of the front page in large block letters in red: "*Extra! First Episode of 'Tarzan the Mighty' (or any other serial you are playing) shown at the Strand tonight! Don't miss this great serial!*"

Hire regular newsboys to distribute them during the rush hour and to place them on door steps. It's a stunt that has been used many times with huge success.

Getting Window Space

Here is an excellent example of a smashing window display. It was used by a department store for the showing of "The Radio Detective."

The flashy three-sheet cut-out makes an effective eye-catcher, and it gets over the idea that the serial was produced with the cooperation of the Boy Scouts of America. A radio receiving set ties up with the title, and the cut-out is surrounded by Boy Scout uniforms and paraphernalia.



In other words the 3-sheet cut-out is used to tie up two kinds of merchandise sold by the store—boy scout outfits and radios. Examine the posters on the chapter play you are working on for similar merchandise tie-up possibilities.

The eight episode 11x14's, pasted on the window, complete a display that will attract every passerby.

Window displays should constitute a large part of your exploitation campaign for a serial. They are easy to put over and can be made inexpensive.

Exhibiting the "Props" Used in the Production

The keen interest evidenced by the public in all phases of movie-making can be capitalized in window and lobby displays of various articles which you can advertise as *those used in the actual filming*—or as duplicates of them.

For instance, the illustration shows what a punchy display can be put over for "The Mystery Rider." The articles used consist of various weapons and other paraphernalia used by the bad men who sought the life of "The Mystery Rider." The display gets over the thrill



angle in a manner impossible with printed matter and it will build word-of-mouth advertising for your playdate.

For "Tarzan the Mighty" you can put on display cocoanuts, palms, the costumes worn by Tarzan, the girl and the little boy who figure in the story, etc. Tropical foliage can also be used with the statement that it is part of the settings used in making of the serial.

Study the stills of the other serials you play and you can adapt this idea to each.

Toy Store Tie-Ups

The variety of toys being manufactured for children is so large that any toy or department store will be able to put in a window display that can tie up directly with the title. And, because toy store windows always fascinate children, such a display will be worth while.

In the case of "Tarzan the Mighty," for example, a jungle setting with toy wild animals would catch the eyes of all the kids and sell the serial to them. For "The Pirate of Panama" the store can put in a tableau showing toy figures digging in the sand for the buried treasure. Add posters, cards, etc.

These brief suggestions indicate the possibilities of toy store windows. The displays can be changed for each episode.

A Smashing Street Ballyhoo

This street ballyhoo for "The Pirates of Panama" packs a punch that will produce results and pay for itself many times over.

The illustration tells the whole story. The bags can be made of cheap material and stuffed out with scrap paper. The dollar signs and figures



can be painted on within a short time. And the truck can be borrowed from an automobile agency in return for a credit card or a few passes to the owner.

It's a natural stunt for this gripping serial, and one that should be included in every exploitation campaign.

ISSUE YOUR OWN NEWSETTE

The exhibitor who is not putting out a weekly "Newsette" (miniature newspaper) is passing up one of the strongest exploitation aids a motion picture theatre can employ. Thousands of theatres issue their own little house organs, in addition to making liberal use of heralds, and find them consistent business builders.

And, what is more, you can make them cost-free to yourself by selling ad space to local merchants. Dealers are eager to use a medium such as a theatre Newsette, which goes right into the homes and is read thoroughly, and the stunt can be put over at no expense whatever to the theatre. If you haven't the time to do the work yourself, get a local newspaperman to edit it. Below are a few suggestions, based on the experience of other theatre managers who are boosters of Newsettes:

Make the copy in your Newsette lively and interesting. Use little ad slugs and thumbnail star cuts plentifully.

Make Ads Cover Cost

Make your Newsette an attractive, worthy, dignified ad for your theatre as well as for the shows it heralds. Issue it in ever increasing quantities and make the ads cover every nickel of the cost of printing and distribution.

Run strictly local and personal items. Boost theatre parties; the coolness and comfort of your theatres; urge patrons to make suggestions; run a box weekly noting patrons' birthdays; advertise your organist or orchestra; plug special events such as bargain matinees.

In other words, *use your Newsette to sell your house and other attractions as well as your picture program.*

In advertising your picture programs be sure to give outstanding coming attractions a long advance play.

Date each picture you mention *very plainly* so that there can be no confusion as to when each attraction will play your house. Mention the *day* as well as the date!

Make It Snappy

Don't run lengthy stories in a Newsette. Boil down all items to a minimum wordage. Snap up the style. Make every word count. Use forceful, punchy copy that will "sell" tickets!

The least effective way of distributing Newsettes or heralds is right at your theatre. It is least effective because you are circulating them among people who have already seen your advance trailer announcements on your screen. They know what is coming to your theatre because they have attended your performances.

The *better* and more effective circulation is among people who are not

your regular patrons, the idea being to build your business rather than to be satisfied with what you have. That is why the mailing list is good. That is why various tie-ups for heralds and Newsette distribution are *necessary*.

Distributing Newsettes in Groceries and Laundries

One of the best ways of inexpensive but sure distribution is via laundries and groceries. The matter of a few passes facilitates the arranging with your various laundries for insertion of heralds in their outgoing packages each week. This is ideal circulation because, as a rule, the laundry packages are opened on Sunday when the "boss" takes out a clean shirt. It is an "hello" from the theatre at a happy moment.

Grocery tie-ups act the same way. As an example, a theatre in Somerville, Mass., tied up with a number of chain stores in his vicinity whereby 750 were mailed out by each store.

Other Distribution

Newsboys, as a rule, if given a pass, will insert special announcements in all the papers or magazines they distribute. While this is against the law in a few isolated cases, generally no objection is raised to this stunt anywhere. Little stacks can be left on counters in prominent drug stores, cigar stores, hotel desks, etc.

Harmonica Contests

Harmonica Contests pack a big appeal to the juveniles and have demonstrated their popularity for theatre exploitation on numerous occasions. Used with any regularity over a given period they can become a fixture of your house to such an extent that the kids will keep in constant practice—and that means keeping your theatre in mind continuously.

The stunt should be tied up with a store selling harmonicas, the dealer and the exhibitor breaking the announcement with an advertising smash to be paid for by both. A newspaper should be brought in also in order to keep interest alive by daily stories and pictures of the contestants.

The dealer should contribute prizes liberally, for he will benefit considerably from the tie-ups in the sale of the musical instruments. In return, he is entitled to considerable publicity in all the mediums the theatre uses, such as on slides, in advertisements and programs, lobby displays, etc.

Divide the contest in several sections, offering prizes for solo performances, duos, quartette offerings and the like. Stage it in the lobby of your house, after a week's preliminary publicity, and induce a local musical celebrity to act as judge. As the boys play large crowds will be attracted—and your advertising displays will get in their work.

After the twelve best have been selected have a number of them appear

on your stage at each performance, the big prize winners to be determined by audience applause. All those who participate in the contest should be rewarded with passes.

Use the stunt for each of the episodes of the serial, eliminating those weekly who have won the high prizes before. This will give all the kids a chance and build up interest. It would be a good idea, also, to supply the dealer with tickets to be given to those who buy harmonicas above a certain price.

Stipulate that all those who participate in these contests must congregate at some distant point and march in a body to your theatre, playing the mouth organs as they parade and bearing a banner that explains the stunt.

Navy Recruiting Tie-Up

Navy recruiting officers are always ready to cooperate in any stunt that will help propagate the travels, the health and the many other advantages of the U. S. Navy. "The Pirate of Panama" affords an unusually appropriate hook-up, and the recruiting offices in your town will be glad to go in on this stunt. The expense involves only the painting of a one-sheet stand.

The stand should be lettered, as shown in the illustration: "The modern sailor enjoys all the adventures of *The Pirate of Panama*, the big chapter play at the *Strand*, opening (dates)."

If you can obtain permission, put up poster cut-outs, lobby and window cards, stills and other advertising matter.

You can also tie up this stunt with army and marine recruiting offices.



Book Store Tie-Ups

The greatest of chapter plays nowadays are based on famous books, with the result that the quality of this type of entertainment has increased. For example, four of the serials discussed in this book are based

on the works of well known authors. This enables you to effect book tie-ups that should aid materially in selling the picture to the public.

After booking a serial see your book dealer and arrange with him to give you a window before and during the run of each episode. If he has not enough copies of the book in stock have him get enough jackets from the publisher to cover other volumes and thus make an impressive display.

In addition to the books, the window should be dressed up with cut-outs of posters, window cards, stills and an appropriate setting, such as a jungle or Western background, etc. Change the layout for each episode so as to keep up the interest of the public.

Get permission from the dealer to stand a 3-sheet cut-out on the sidewalk in front of his store.

Sell him a batch of tickets at one-half off to give away one with every purchase of two books or more. Make arrangements to redeem the tickets he doesn't use.

A tie-up of this nature will enable the dealer to sell many copies of the book and he should cooperate with you by offering several of them as prizes in any contests you stage. You can also allow him to place a stand in your lobby with a clerk to sell the books. Complete the tie-up by mentioning the book store in your publicity.

Toy Parachutes

Small paper parachutes can be purchased at your local stationers or preferably, at a novelty paper house. They vary in price but can usually be had in the smallest size for under two cents each in quantity lots.

Attach to each a herald or other ad matter announcing the coming of the serial, and to a certain number of them affix a ticket good for admission to the first episode.

If it is possible to obtain the use of an aeroplane at a small cost have them dropped from the skies by the aviator. Otherwise they can be released from the roof of the largest building in your town.

Give the stunt a smashing announcement, informing the public of the fact that free tickets will be dropped from the air at a specified time and giving the location.

The idea can be elaborated by getting a merchant to go in on the stunt to the extent of supplying small articles for the parachutes. For instance, a theatre in San Francisco, in using the parachute idea, obtained the cooperation of a nut dealer who contributed an English walnut in an envelope for each parachute—and paid for the entire stunt in return for the publicity.

Cut-Out Letters

In all the 24-sheets you will find the titles of the serials in large letters. These can be cut out, mounted on cardboard and used in a variety of ways.

Suspended separately from the edge of your marquee, they will sway with the breeze and attract all eyes.

They can be carried along the streets by boys in parade formation. The letters should be jumbled at times and then, when there's a crowd, the boys can go through military maneuvers until the title is correctly spelled.

Animal Calling Contest

"Hog Calling" has reached the proportions of a sport in the open spaces, and regular competitions are held to determine the best hog caller—the man whose voice reaches the farthest distance.

The stunt can be adapted to "a wild animal calling contest" for "Tarzan the Mighty." Offer prizes to the kids who best imitate the noises made by wild animals.

Hold the contest in some large vacant space, grouping the contestants in one corner and stationing the judges at a distance. One by one the contestants step forward and utter weird yells purporting to be the call of certain wild animals, choosing those appearing in the picture. The one who "growls, snarls, yelps, whines, grunts or whistles" best wins the prize.

Publicize the stunt thoroughly and you will not only get a large number of juveniles into it but the contest should draw large crowds of spectators who want to see the fun.

Make the event a gala one by inducing confectioners, grocers, and other merchants to contribute candy, bottled soda water, hot dogs, etc., for the refreshment of the callers. In return you can give them credit in your publicity for the stunt and they likewise will gain good will. Decorate the arena in which the contest is held with posters, banners and other accessories.

The judges must make a note of the animal they think the boy is imitating. The boy on whose imitations the judges agree to the greatest extent, is the winner.

PLACING THE TARZAN SERIALIZATION

UNIVERSAL has provided two great serializations of "Tarzan the Mighty" to put this smashing serial over to S. R. O. business.

These serializations will create intense interest in the chapter play and will bring huge crowds to your theatre. It's a type of exploitation that never fails!

No. 1 is a 25,000 word newspaper story, or novelization, of "Tarzan the Mighty" in *twelve* installments—to be run by newspapers during the two weeks preceding the opening date of your first episode. Universal serializations are in great demand because they are high class—interesting story material such as the newspapers have to pay good money for. Newspapers all over the United States and Canada will run this serialization from *mats* which Universal furnishes to them *Free!* Ask your Exchange for further particulars.

No. 2 is a 6,000 word illustrated serialization in large 8-page form—well printed on good paper, and carrying a complete story of "Tarzan the Mighty"—to be used as a *herald*. The patrons of your house will go wild over this—the cleverest novelty ever put out. You can use a large quantity of these. Ask your nearest exchange for samples.

Placing a serialization, such as No. 1, with a newspaper is one of the easiest of all exploitation stunts. Every newspaper is eager to grab these serializations, because they come free in mat form and require no type-setting—and in this case because of the widespread popularity of the "Tarzan" tales.

In the past exploitation men have made the necessary contacts with the newspapers in placing these stories, but any exhibitor can land them with less difficulty because of his close contact with the local newspapers, owing to the advertising he places with them, and because of his knowledge of local conditions.

As soon as you have booked "Tarzan the Mighty" see your editor and make arrangements with him to run it during the two weeks preceding your opening date on the serial. See to it that the newspaper publishes a line with each instalment, tying up with your playdate, and that it advertises it also in other pages, such as a streamer across the top or bottom of the front page, and on its delivery wagons.

NOTE: If your exchange cannot supply mats and proofs wire or write to Exploitation Department, Universal Pictures Corp., 730 Fifth Avenue, New York City.

The Tarzan Poster Contest

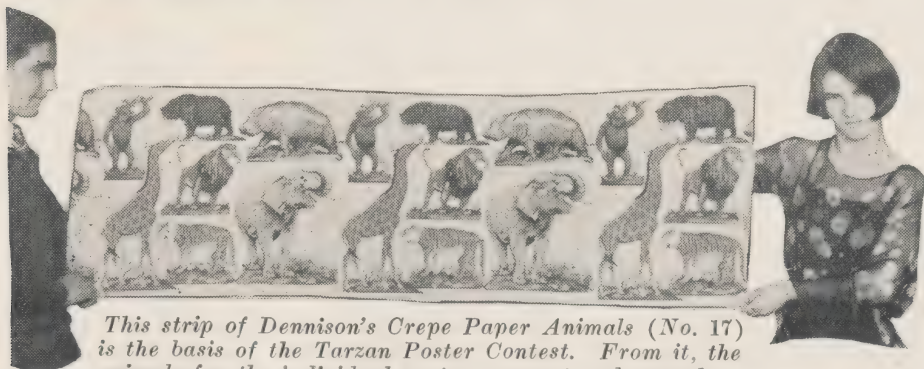
A Dennison-Universal Tie-up

Prepared for you to use on "TARZAN THE MIGHTY"

This contest combines a hook-up with your local Dennison dealer. It sells Dennison merchandise. Therefore get the dealer in your town who handles Dennison goods behind it RIGHT. Read every word of this.

WHAT THE CONTEST IS:

Your first move is to see the *local dealer who sells Dennison paper goods.* (Dennison Manufacturing Co., Framingham, Mass.) Every Dennison Dealer carries in stock a *Crepe Paper Strip of Jungle Animals* used for decorative purposes. (Dennison's Decorated Crepe No. 17). *The purpose of the contest is to cut the animals out of the strip, paste them on a sheet of cardboard together with other pieces of colored paper and make a complete picture.* Prizes are awarded for the best posters. Below is illustrated the crepe paper animal strips that all contestants must use for their posters. It is 10 feet long by 20 inches wide and has 37 animals beautifully lithographed in natural colors. These strips are sold by the Dennison Dealer for 25 cents each.



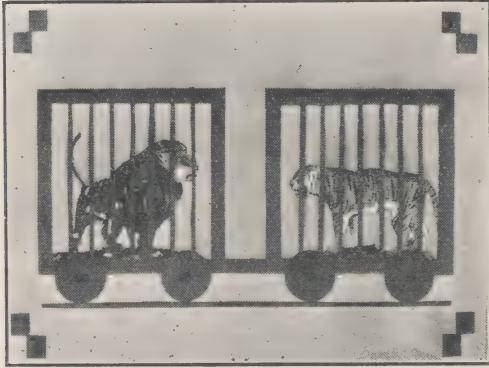
This strip of Dennison's Crepe Paper Animals (No. 17) is the basis of the Tarzan Poster Contest. From it, the animals for the individual posters are cut and pasted on cardboard

HOW THE POSTERS ARE MADE

In most poster contests the amateur artists use paints or crayons, etc. In this contest *nothing* is used but *paper!* Every contestant who enters this contest needs (1) one strip of Dennison's Crepe Paper Animals, (2) one 22 x 28 sheet of colored cardboard, a pair of scissors and a pot of paste. Cut out as many animals as desired in the poster. Paste them down on the sheet of cardboard in the position desired. Make the rest of the picture,

such as trees, foliage, houses, etc., out of the extra crepe paper. Use as many animals as you want. Put them in any position you want. Add anything else to the picture with additional pieces of paper. In other words, *make any kind of a poster you want*. The only restrictions are that the poster must be made *entirely of colored paper* and must include these paper animals.

How The Posters Look When Finished



Poster No. 2

Notice how attractive the posters look when finished. Poster No. 1 shows two animals cut out from the Dennison strip. The "palm tree" is made by cutting the "tree" out of an extra piece of cardboard and winding some brown crepe paper around it. Different effects can be had by cutting various shapes out of cardboard,

such as the figure of a man, a house, a fence, etc., winding different colored crepe paper around the figure and pasting it down with the rest of the picture. Poster No. 2 shows a lion and a tiger cut out of the Dennison strip. The artist has cut some extra strips of paper and pasted them over the animals so that the finished

effect looks like two circus wagons. Poster No. 3 shows an elephant and a hippopotamus. In this instance the "tree" is cut out from another Dennison crepe paper strip.



Poster No. 3

HOW TO TIE UP WITH THE DENNISON DEALER

The tie-up is very simple. You are running a poster contest in connection with "*Tarzan the Mighty*." Every person entering this contest must buy Dennison Animal Strips. In exchange for promoting the sale of merchandise the dealer should do five things: (1) He should prepare a *Special Window Display* on the "*Tarzan Poster Contest*," telling

all contestants that his store is the "official place to get the materials." (2) He should decorate your lobby. (Read the article on the Dennison Jungle Lobby.) (3) He should share the cost of some newspaper advertising announcing the contest and the fact that his store is the "official headquarters for all supplies needed in the contest." (4) He should distribute some heralds for you with all purchases at his store. (The imprint space on the herald will announce the contest.) (5) He should contribute some of the prizes. In addition to promoting the sale of his merchandise you can help the dealer by giving him some announcements on your screen, in your lobby and in your program. In addition to his



Poster No. 1

window display see that the dealer has a three-sheet cut-out stand in front of his store during the "Tarzan" playdates. A small card hanging from the cut-out announces the fact that "this is the official headquarters for paper material in the big 'Tarzan Poster Contest'."

GET THE After seeing the Dennison dealer your next move is to
NEWSPAPER hook up the contest with the newspaper. Both you and
IN ON THIS the dealer see the editor. Offer to supply the paper
 with prizes of cash, merchandise and free tickets to
 award to the winners. The paper runs the contest daily for two weeks in

*How the
 local
 dealer will
 decorate
 his retail
 store's
 window;
 to help the
 exhibitor
 put over the
 poster
 contest.*



advance of playdate. A daily story explains the contest and shows some of the posters submitted with photos of the boys and girls who have made them. If you can't hook up with the paper share the cost of throwaways with the dealer. With these throwaways and your screen there should be little difficulty in putting it over. In most cases the newspaper will welcome this with open arms. *It's the kind of circulation boosting material they want. It's a new kind of poster contest that will take your town by storm!* Have an exhibition of posters in your lobby in advance of and during the showing of your first episode.

PRIZES

Award a few dollars in first, second and third prizes, the Dennison dealer and you each standing half. (Remember this is a 50-50 deal all the way through and the Dennison man gets as much out of it as you do. This stunt, properly worked, will put his merchandise over with the public in one or two weeks' time with a bigger *crash* than he could get by ordinary advertising in a year.) In addition to the cash you contribute a certain amount of free single tickets to the opening episode of "Tarzan" and the Dennison man contributes some merchandise.

PUBLIC SCHOOLS

You have a contest here that has 100% appeal to drawing teachers in public schools. With the help of the newspaper editor arrange for children to make these posters in drawing classes. If the school agrees you may have to furnish the paper material free. You will find that getting your serial into the schools will be easily worth the small investment in crepe paper strips. In this instance one paper strip will be sufficient for twelve students, providing each with three animals.

Three Jungle Costumes Made of Crepe Paper



Here's another corking tie-up with the Dennison Dealer. Hook in with

the newspaper and run a "*Tarzan Costume Contest*." The kids make jungle costumes out of Dennison crepe paper. Because he sells the paper the dealer comes in on the stunt with you in the same manner outlined in the Poster Contest. Illustrated herewith are types of costumes that can be made entirely out of crepe paper with the help of some paste and a pair of shears. The newspaper should reproduce sketches and full directions to show all contestants how the costumes are made.

NOTE—You can use these same costumes for street ballyhoos, presentations and to dress up your ushers and doorman!

How To Make The Gorilla Costume

Cut one dozen folds Dennison crepe paper No. 72 in half. This will make each piece 10 inches wide. Fold in half (the long way) so that strips will be 5 inches wide. Cut into a fine, pointed fringe leaving a one-inch margin on folded edge. Sew or paste one row over the other to a pajama suit, except chest and stomach which is made by stretching and crushing Dennison crepe paper No. 72 and pasting to foundation or pajama suit. For head dress, paste gorilla mask (get a monkey false face in cardboard, sold by stationery stores) to a skull cap made of Dennison crepe paper and cover with fine fringe, same as on costume.

How To Make "Tarzan's" Costume

Leopard Skin—To make leopard skin stretch 2 folds of Dennison No. 63 crepe paper, crush slightly and paste to a muslin foundation. Next cut circles of Dennison crepe paper $2\frac{1}{2}$ inches in diameter of Nos. 61 and 12 Dennison crepe paper, stretch and crush same and paste black No. 12 over yellow No. 61 for the spots, leaving narrow yellow margin.

Head Band—To make head band cut 2-inch band of muslin, stretch and crush Dennison No. 63 crepe and paste to this. Make spots same as for skin and paste on.

How to Make Girl's Jungle Costume

Waist—To make waist cut an ordinary waist pattern of No. 44 green Dennison crepe paper. The fringe around the neck is cut 12 in. wide (cutting with the grain of the paper) and about 36 inches long.

Skin—To make leopard skin, stretch two folds of Dennison No. 63 crepe paper, crush slightly and paste to a muslin foundation. Next cut circles of Dennison crepe paper 2 inches in diameter of Nos. 61 and 12 Dennison crepe paper, stretch and crush same and paste the black No. 12 over yellow No. 61 for the spots, leaving narrow yellow margin.

Skirt—Take two folds No. 44 crepe paper and cut into a fringe (cutting with grain leaving a 2-inch margin at top. Gather this in to fit waist and paste at waist line of leopard skin.

THE DENNISON JUNGLE LOBBY

The striking lobby ideas illustrated above are made of paper merchandise sold by your local Dennison dealer. If you tie up with the Dennison man on the poster contest he should arrange this lobby for you at cost as a part of the whole campaign. The numbers marked on the accompanying sketch indicate the style of crepe paper needed to make each portion of the lobby. The Dennison dealer will show you how to make each part, will get you a Dennison book that shows you how or will make the display himself, all depending upon the extent of your tie-up with him.



NOTICE!

Every Dennison dealer will be advised of this tie-up by the Dennison Manufacturing Co. If the dealer has not received the special Dennison Bulletin on the "TARZAN" tie-up, tell him to write for it at once to the Dennison Manufacturing Company.



The keynote of the chapter play is the motif for your lobby. In this case the keynote was crooks and detectives. Note how the live-wire exhibitor has expressed it with a giant lock!

YOUR "SHOW WINDOW"

That's your lobby—your "show window." If you ran a department store you'd pay a window dresser to decorate it. If you're a showman you know that every inch of it is more important to you than if you were selling furniture! And when you play serials—you know it's worth its square inch space in dollar bills!

Playing The Title Up Big

Use big title smashes out front in exploiting your serials. If the front of your theatre is large enough it will pay you to put up giant posters or banners as shown in the illustration. The house illustrated here utilizes vacant wall space on either side of the entrance for big title flashes. These titles can be read for blocks away.



Note the big pirate ship over the marquee. This is made of cut-out compo and the sails are real muslin. Red and green lanterns hang from the marquee ship at night. The display is used for a week preceding the opening and for two days during the showing of every chapter.

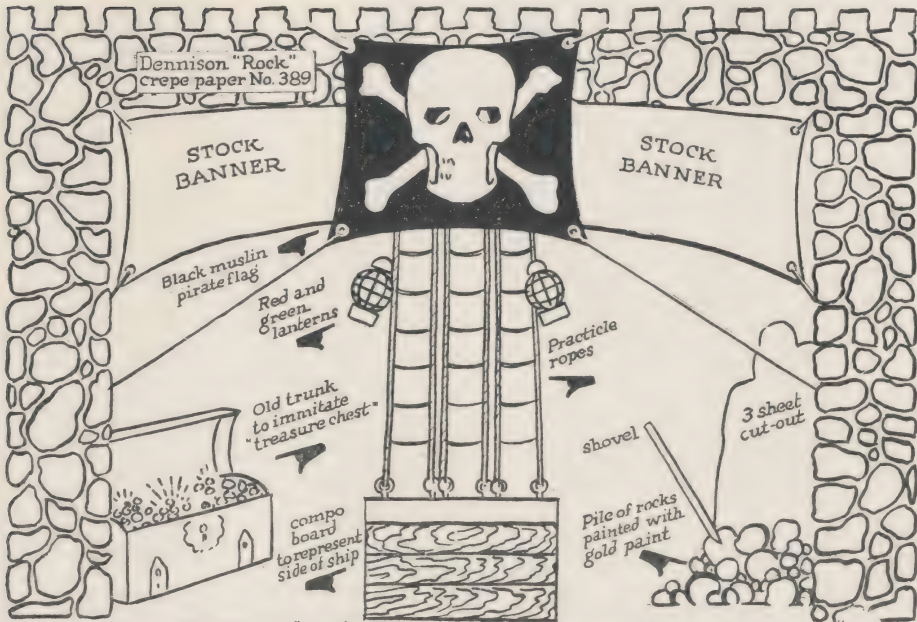
Lobby Tableau

The illustration suggests a lobby tableau that will drive home the thrilling nature of "The Mystery Rider." Borrow wax figures of a man and woman, costuming them as a cowboy and a nurse, as shown in the picture and adding the explanatory card. The stunt is an effective eye-catcher and, what is more, is inexpensive, for the figures and the wheel chair can be borrowed from your department store.



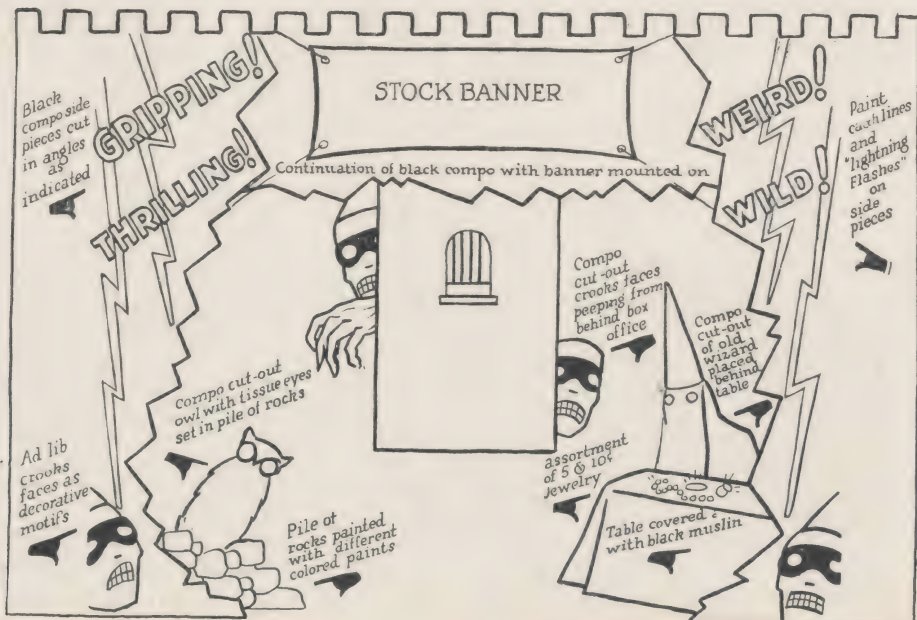
LOBBY DISPLAY IDEAS

Each Sketch Explains Itself



Note: Use the "Rock" crepe paper to cover your box office

Display for "The Pirate of Panama"



Display for "The Diamond Master"

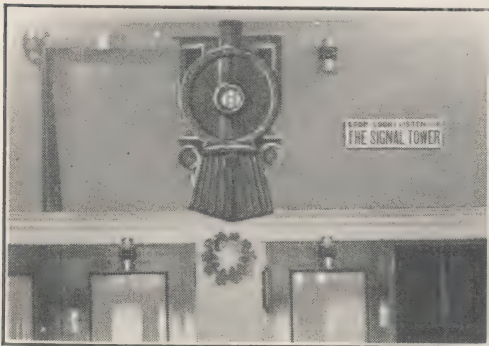
Giant Cut-Outs Make Impressive Fronts



Here's "Broadway stuff" in a lobby flash that can be adapted by any exhibitor. An artist can construct a giant elephant easily and rapidly out of compo board, and it should be made large enough, as in the illustration, to reach the ceiling of the lobby, with the legs of the animal straddling the box-office. Above it tack a fringe of jungle foliage, and on both sides of the animal place cut-outs of posters on "Tarzan the Mighty." The big elephant makes a flash that carries for a great distance. Put colored bulbs into his eyes at night. Other posters complete a display that will lure many to the box-office.

Advance Lobby Flash

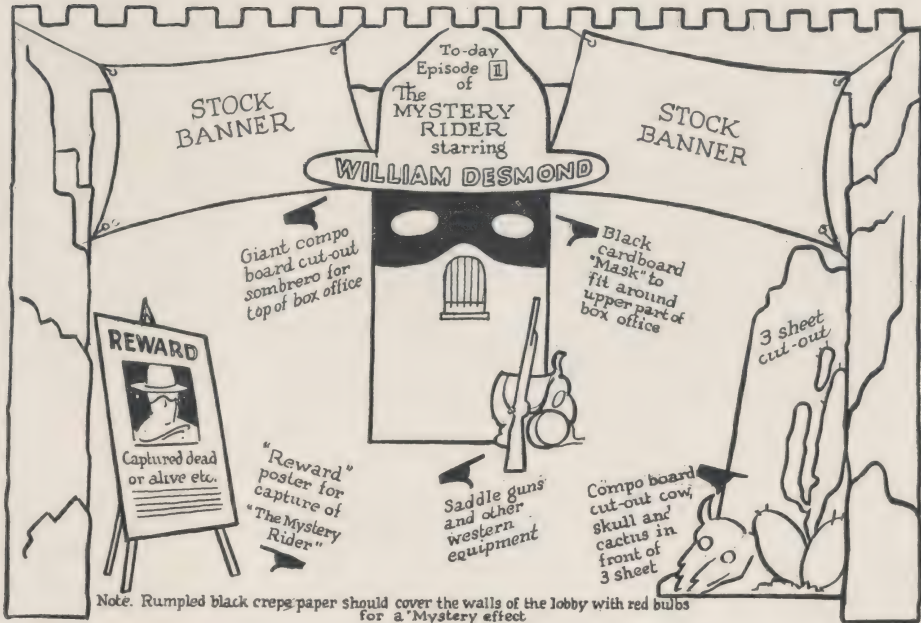
This illustration shows what can be done to achieve an effective advance lobby display with little work and at a small cost. Cut-outs of a locomotive and a semaphore, three red railroad lanterns and a small sign is the extent of this layout, but it is noticeable and drives home the fact that a railroad serial is on the way. And it catches the eye because it is directly over the entrance to the theatre proper.



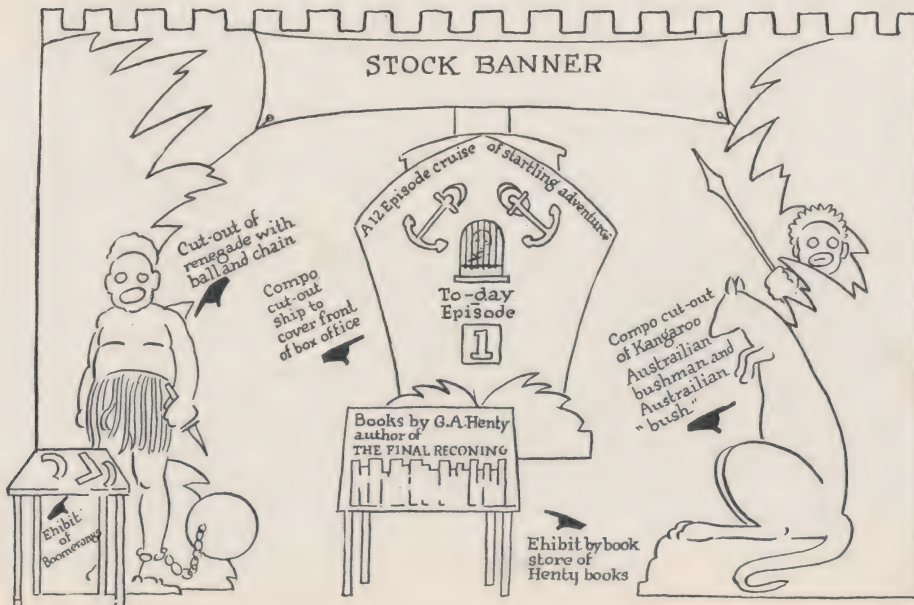
If you've never used original cut-outs for lobby trim the time to try it is on a serial. Endless effects are possible with sheets of compo on beaver board and bright colored paints. The compo can be purchased at any lumber yard.

LOBBY DISPLAY IDEAS

Each Sketch Explains Itself



Display for "The Mystery Rider"



Display for "The Final Reckoning"

WHO STARTED THIS TALK ANYWAY ABOUT SERIALS BEING MADE FOR KIDS ONLY ?



Exhibitors have awakened to the fact that the OLDER PATRONS enjoy chapter plays as much as the boys and girls. It's the NEW DAY of serials and in this article you will find suggestions that will help you make FRIDAY NIGHT the serial night for the older folks and SATURDAY MATINEE the serial day for the boys and girls!

EXTEND your playing time on the five chapter plays announced in this book to Friday in addition to Saturday. *And make Friday night your big free PREMIUM NIGHT.* Older folks have always enjoyed serials. Many of 'em have been afraid to admit it. Serials have always been exploited to the kids—supposed to be for kids only. *You've never given the older folks a chance to enjoy the adventurous yarns that are to be seen in Universal chapter plays—the same kind of yarns that are found in the popular detective stories clamored for by thousands of older folks.* Universal's big five chapter plays for 1928-9 have the stuff that appeals to *old and young* alike. They're made to order for this big serial year of extra profits. And in the following pages you will find Universal's big idea for getting the older folks who enjoy this type of entertainment in the habit of coming on Friday night. *Advertise! Exploit! Put over this night in a big way by giving free premiums listed in the following pages. Give the older folks an excuse to come on serial night.*

Don't confuse your "kid appeal" with the "older folks appeal." Have it distinctly understood that *Friday Night* is reserved for the grown-ups who want to enjoy Universal's red-blooded, adventurous new types of chapter plays. And be sure to tell 'em that *they're different* and that they're as gripping as the best detective stories and mystery stories they are reading in current fiction magazines.

**Now read about Universal's big PREMIUM
PLAN for making Friday night a BIG NIGHT,
on the following pages.**

Keep the older folks coming with serials the same as you
do with youngsters!

BUILD SERIAL NIGHTS FOR OLDER PATRONS ONLY!

USE THESE

PREMIUMS

TO START THEM COMING!

Advertise the double novelty of *Premium Night*
and *Serial Night* for the Older Folks.

The merchandise on the following pages is offered to you at better than wholesale prices in order to give you the opportunity of trying out Universal's big *Premium Plan for Building Chapter Play Business with your older patrons.*

Give Low Cost Premiums Away with Coupons

Buy fifty or more sets of glassware, or of silver. Exhibit this great flash of merchandise in your lobby for a week in advance of opening date of your first episode. A giant announcement tells your patrons that "these beautiful sets will be given away absolutely free to those who get 'Tarzan the Mighty' Coupons." Mount your silver or glass ware against a background of black material. Shine colored spots on it at night. *Can't you imagine the flash this will make?*

Have your printer turn out the required number of coupons. Give away one coupon with each admission. Announce that you will redeem these sets, piece by piece, for two or three coupons per piece.

Don't make them save their coupons until they get enough to redeem a complete set of glassware or silverware. Figure out how many coupons you want for one piece of the set. Then let them have that piece as soon as they have the required number of coupons. *Once they have one piece of a set in their home they'll want the WHOLE set!*

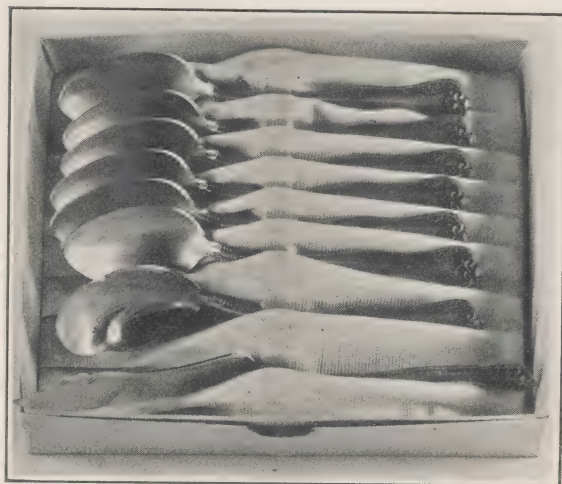
As an Example: Announce that you will give away one cup of a punch bowl set for two coupons. That means if two members of a family attend your opening episode they will have enough coupons to get a cup immediately. When they get two more coupons they get another cup—and so on, until they have the five cups in the set. When they get two more cou-

pons they get the base of the punch bowl. When they get two more coupons they get the bowl itself.

Don't Forget! Give each piece away *piece by piece* because that *keeps them coming!*

Announce the date limit when you will stop giving coupons away. State that those who wish to get any silver or glassware must present the required number of coupons on or before this date. If you need extra pieces of the sets illustrated here you can always order them from the manufacturers.

These Nickel Silver Premiums Make a Great Flash in Your Lobby



8-Piece Tea Set, in Nickel Silver, consisting of 6 Tea Spoons, 1 Butter Knife and 1 Sugar Shell, 55 Cents Per Set

Order from

THE WILLIAMS BROS. MFG. CO.
Glastonbury, Conn.

Be sure you exhibit as many sets as you can get into your lobby and some nearby store windows with announcements about *Serial Night for older patrons.*

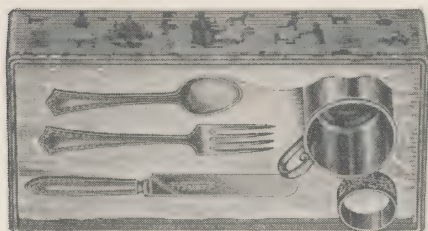
You will have to decide yourself how many coupons you want to redeem each of these sets for. As an example, a house with a thirty cent admission might give away a 55 cent punch bowl for sixteen (16) coupons. Since there are eight pieces to this set each piece would be redeemed for two coupons. In other words, you take in \$4.80 in admissions for a 55 cent outlay. Many theatres with a thirty cent admission have found it profitable to give away one piece of this punch bowl outfit with each admission. Naturally, this eliminates the use of many coupons.

Some houses find it practical to put a special rubber stamp on their tickets and redeem premiums for the ticket stubs. This also saves printing coupons.

Still other exhibitors prefer to buy a certain number of these sets and give them away to holders of "lucky number coupons." In order to avoid the lottery laws prevalent in most states the common practice is to give

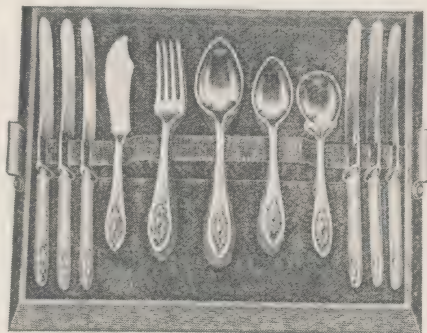
away "lucky number coupons" in your lobby to anyone who asks for them. In other words, there is no admission charge in connection with the distribution of the coupons. The winners are always announced on the screen of the theatre on opening playdate.

5-PIECE CHILD'S SET



*Great for Chapter Play Use
82 Cents Per Set*

26-PIECE SET



*Use This for Prize Purposes
\$2.50 Per Set*

Address the Williams Bros. Mfg. Co., at Glastonbury, Conn., for shipping data on the silverware illustrated on this page. Tell them how much you can use and they will advise you as to packing and shipping charges.

A Help To Exhibitors

For any further information about premiums, methods of using them and where to buy them consult a copy of THE NOVELTY NEWS. This publication has offices at

**THE NOVELTY NEWS FEDERATED BUSINESS
PUBLICATIONS, Inc.**

420 Lexington Ave., New York, N. Y.

Chicago, 9 S. Clinton St.

Only 90c For This 7 Piece Berry Set



7-Piece Footed Glass Berry Set, in bright ruby iridescent color. Packed 1 set in a well-partitioned high grade corrugated shipping box for safe freight or express shipment

Order from COX & CO., 120 FIFTH AVENUE, NEW YORK

Only 55c For This Flashy 8 Piece Punch Bowl Set



The greatest premium flash for small theatre distribution ever offered at the price. \$6.50 per dozen sets in lots of 100 sets. Packed in barrels, nine sets to a barrel. Figure \$1.25 per barrel packing charge. Also shipped in individual cartons at 95c per set, including carton.

Address COX & CO., 120 FIFTH AVE., N. Y., for shipping data and complete details

S·E·R·I·A·L C·L·U·B·S

SERIAL Clubs are among the most effective of tried and proven exploitation ideas. They make for group interest that "talks up" and ballyhoos the picture continuously and they are always good for newspaper space.



Wherever possible, the clubs should bear the name of the serial to which they are tied up, or that of the star. For instance, when you are playing "Tarzan the Mighty" the boys' organization should be called "The Tarzan Club." The girls can be enrolled in a similar manner.

There are many methods of making use of such a juvenile organization to help you exploit a serial. Some of the activities suggested are:

To each member enrolling in the club present a "Perfect Attendance" ticket, bearing as many numbers as there are chapters in the serial. These cards should bear the name of the club and the signature of the holder, and should be punched every time he or she sees the serial. Admit free of charge to the last episode all children whose cards show that they have witnessed all the preceding chapters, or give them passes to the first episode of your next serial.

The card illustrated here shows how one theatre made use of the "Perfect Attendance" card stunt, but in this instance it was not tied up with a serial club.

Hook Up With Schools

A variation of this idea, and one that will win for you the good will of the parents, would be to announce that only children who can get signatures on their cards from parents, or guardians, testifying to the good behavior of the bearer, will be allowed to join the club. Hook up with the schools also, applying the idea to students who have made good records in deportment and scholarship. This guarantees school cooperation, and with such cooperation you can oftentimes distribute heralds in schools and can more easily get tie-ups with newspapers.

Organize a "committee" of active boys to act as ballyhoos throughout the entire run of the serial. In return for a pass good for all the episodes, they should be required to carry banners about town for an hour or two

on the days the serial is being shown. They can also be used to distribute heralds and throwaways.

Present the members of the clubs with special buttons or badges bearing the name of the picture, to wear constantly.

Get all the club members to parade through the main section of the town to your theatre for the opening performance of the serial, carrying banners, etc.

Encourage them to publish a mimeographed newspaper of their own, containing news of the club and publicity stories concerning your theatre. A dealer in mimeographs may be induced to supply the outfit in return for the free publicity it gives him. You in turn can give them a small ad, in place of going to the expense of throwaways, and the boys will see to it that the paper gets wide circulation.

Program of Activities

Plan a program of activities for the club during the run of the serial, consisting of attendance at performances, games and athletic contests, wienie roasts, contests conducted in connection with a newspaper, special ice cream and cake parties in the theatre on Saturday or Sunday mornings before the start of the program, special "civic duties," such as helping the police department to keep the city clean by reporting rubbish heaps, etc., on certain days.

You can get merchants to help put over the club by contributing merchandise and enlist the aid of Rotary Clubs and similar organizations to conduct the affairs.

Always make the underlying purpose of such a club some worthwhile idea, such as good health, outdoors, charity, courtesy, etc., etc.

S·C·H·O·O·L T·I·E·U·P·S

High school and public school students constitute the largest group of potential patrons, for youth craves the excitement and adventure that serials provide, and therefore every exhibitor should make a special drive to get in these students.

High school students can be lured into your theatre with special "Blank High School Nights." decorating your lobby liberally with the pennants of the institution. Open the performance by allowing the students to go through their entire repertoire of yells, with their cheer leader performing on the stage. You might also get the glee club to put on a show, or augment your regular orchestra with the school's musicians. Get this stunt started with the first episode and repeat for each chapter, and they'll keep coming.

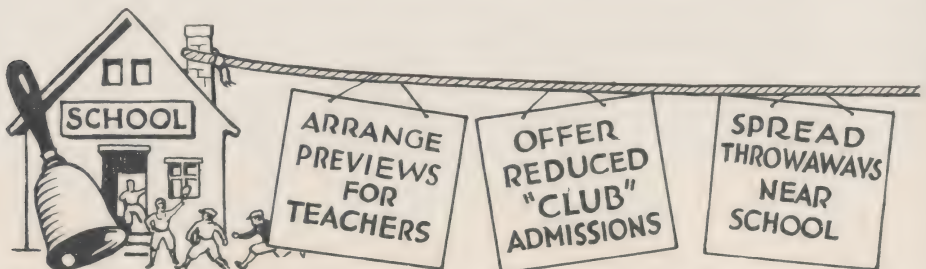
You can duplicate this stunt with several high schools, setting aside specific performances in honor of each of the institutions, and using their colors in the lobby. Get the students to march to the theatre in a body, behind their band, and work in the school songs in your musical program.

Encouraging Good Scholarship

Besides seeing that every pupil of the public schools receives a herald, attempt to interest the principals to cooperate with you by stressing the fact that serials are clean and wholesome entertainment such as the youngsters like, and that they should be encouraged to see them. Supply the principal of each school with ten tickets to be given to the ten "best pupils" that week. In other words, the ten pupils making the best record during each week the serial runs will be your guests. Because this will encourage good scholarship and deportment, the idea can be sold easily to the heads of such institutions.

Special Stands

In order to keep the students of schools informed at all times of your program, station a permanent stand, holding the horizontal three-sheet or a one-sheet, in a spot near each school, changing the paper for each



new episode. Thus you will remind the younger generation that the chapter for which they have been waiting is now being shown.

Dramatic Clubs

Practically every high school boasts of a dramatic club which is always eager to appear before the public. Encourage it to put on presentation acts for the first episode, adapting the action to the plot of the story, and a packed house will be the result. Glee clubs and orchestras can be used in the same manner.

School Publications

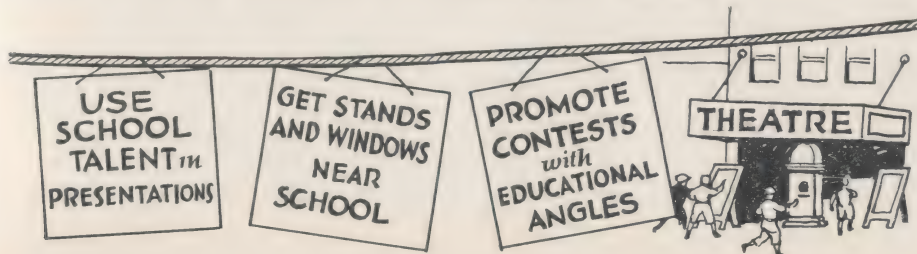
High schools and colleges publish student periodicals of various kinds. See the editors and interest them in cooperating with you throughout the run of the serial by giving you generous publicity and art layouts. This can be accomplished by the issuance of a few passes or a small ad, and as the publications are widely read, you'll get your message over in great shape. They can also be used for contests that appeal particularly to students.

Personal Endorsements

Your personal endorsement of a picture often will bring in hundreds of potential patrons who otherwise might not appear at the box office. Such endorsements, of course, should not be published haphazardly — but in the case of productions which merit them.

Universal's five serials for the 1928-9 season are based on noted stories and will justify educational endorsements. Devote the entire space in one of your advance advertisements to such endorsements—and watch the results.

There is another angle in this connection which exhibitors should not overlook. Many parents will not allow their children to attend serials because of their belief that their offspring will be unduly excited, and that serials are "too wild and bloodthirsty." This may have been the case in the dim past, but Universal has adopted the policy of producing only clean and wholesome serials, and you can make that point clear also in your propaganda. To stress that point, suggest that the parents attend the first episode and convince themselves. The result in many cases will be that the adults will become serial fans also.



B·O·Y S·C·O·U·T·S

There is no organization that can be of greater assistance to you in the exploitation of a chapter play than the Boy Scouts of America, and thousands of exhibitors can testify to the value of their cooperation.

If you have never made such a hook-up get acquainted with the local Scoutmaster. Win his

friendship by injecting into all tie-ups propaganda calculated to help the local troop to grow. Bear in mind that any stunt in which you use the Scouts should further their principles of courtesy, honor, fidelity, the benefits of outdoor life, etc. Use for your tie-ups pictures that are regarded as



supplying the clean adventure dear to every boy's heart. More than any other type of entertainment, your serials come under this heading.

If the serial illustrates any of these elements of the Scouts' Code *use it as the cue* for the tie-up. Lay your plans so that the stunt will also glorify the activities of the local organization and its individual members. You can further cement their friendship by allowing the local troop a percentage of the receipts from special showings and community benefit tie-ups.

Suggestions for Tie-Ups

Following are a number of suggestions for tie-ups with the Scouts:

Line them up to take part in benefits for worthy cases, such as community chest drives, charity performances, orphans' matinees, rummage sales for charitable purposes, etc., etc. If any local tag days are held get the scouts to participate as representatives of your theatre, rewarding them with passes and winning the public good will in the process. Such stunts are always good for considerable publicity of an institutional nature.

Give special Boy Scouts' parties, either admitting them free of charge in return for their "good work" in any particular, or allowing them a discount if purchasing tickets in a block. Stipulate that they have to march to the theatre in their uniforms, carrying large banners such as the one shown in the illustration. You should get a good break in the newspapers with such a party.

On any special tie-up where they share in on a percentage arrangement, have the Scouts elect a special committee each week to assist you in distributing heralds and throwaways, tacking up signs, placing window cards, etc., in addition to using them as special ushers and lobby attendants.

If possible, obtain the endorsement of the picture by the Scout leaders and use it for advertising purposes.

Many exhibitors have found the local troop handy as an "*official escort*" to bring the film up from the station, etc., etc.

In arranging parades the wise showman knows their value, not only in participating in the parade but in the appointment of a Scout Committee to take entire charge of the procession.

Most local troops boast of a good band that can be used to play in the lobby on opening day.

Some exhibitors who call upon the Scouts for numerous tie-ups make a habit of issuing a special "Scout Discount Ticket" to members of the local troop. The ticket gives the Scouts a special reduction on every serial played at the theatre. The idea is a good will builder and converts the local Scouts into enthusiastic serial fans.

The Silent Advance Men

Whenever the Circus comes to town, everybody knows about it! Going right back to Barnum's time circuses have always made money, discounting cyclones, tornadoes and earthquakes. Ask yourself the simple question: "Why has the Circus always made money?" You will find the reason lies in the fact that the entire country-side has been plastered by an institution as old as the circus itself, namely, the advance man and his billing. There is nothing that is quite so cheap in price, nor so effective in pulling power as posters, and in many years of experience I know of no finer investment than the sniping of this army of silent advance men — vividly colored sheets of paper, which scream forth the message of the entertainment that's on the way!

Can you think of anything that lends itself better to tremendous bally-hooing than serials? Can you think of anything more electric than the name Tarzan, Edgar Rice Burroughs, Wm. McLeod Raine, G. A. Henty, William Desmond, and other outstanding personages in the serial field? Think of the thousands of boys and girls, as well as adults who follow serials, but who must be reminded of the fact that "*Tarzan the Mighty*," "*The Pirate of Panama*," "*The Diamond Master*," or any other serial, is coming to *your town* and will play *your theatre*, on such and such days.

Sniping your community with posters is an investment that is bound to pay worthwhile dividends. Threes and sixes lend themselves splendidly to large boardings, and one-sheets can find a place in almost any part of town. Windows, fences, poles, and a hundred other advantageous spots lend themselves in a simple way to this tremendously colorful paper. Hundreds of feet away these vividly colored posters can be seen beckoning to the reader; thus sniping of posters should be given the greatest of consideration.

The Circus depends almost entirely on its advance men with their billing and the Circus usually "cleans up." The circus billing campaign is concentrated over a carefully planned time limit. Every spot is taken advantage of for sniping and billing. The paper is colorful and forceful with the box office action smash!

Your serials, Mr. Exhibitor, are first cousins to the circus. Give this a lot of thought, and you will find hundreds of new faces, sitting in the seats that *may* be empty now! Remember, that every *empty seat* costs *you* money, and the quicker you fill them, the bigger your bank balance. Remember, the profit is all yours, and the more you advertise, the more profit you get.

Posters



The Horizontal Three-Sheet—A Very Popular Accessory on Serials



The Upright Three

The paper illustrated on this and the next page is all for advance use. Universal also furnishes an Episode one-sheet and three-sheet for each chapter. The "horizontal three" illustrated above is a great flash when used above the box-office as a cut-out or backed on compo or muslin without being cut out. Some showmen use two on either side of the marquee.



One-Sheet

Always a Showman's Flash—In the Six-Sheets



Smashing action always identifies the six as a real showman's poster. Giant cut-outs made from the six always make a great lobby attractor, where the entrance is large enough. Backed up on muslin and hung like a banner they can be profitably hung against the building wall above the marquee.

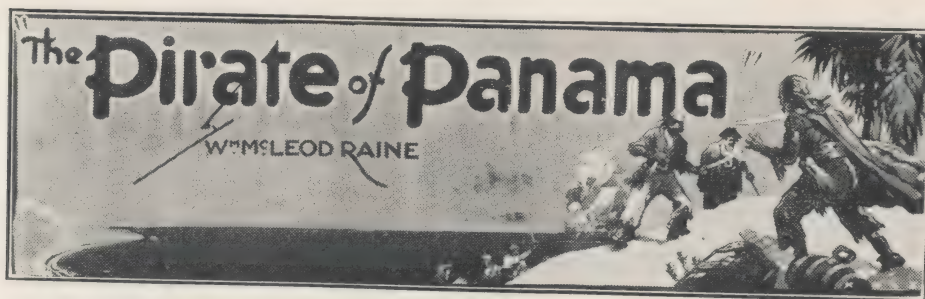
B · A · N · N · E · R · S

Outside Your Lobby

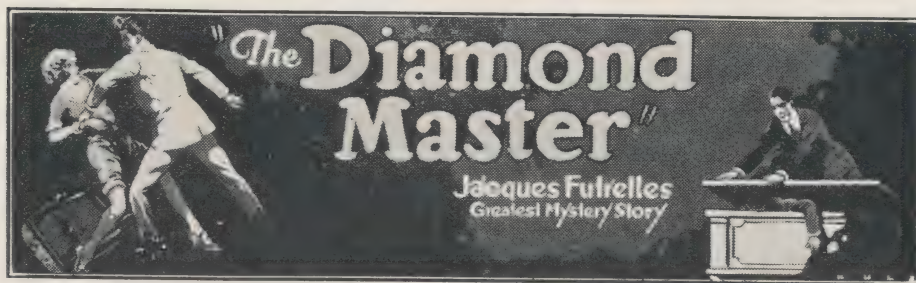
Some wise showman long ago discovered that banners can be sniped in important locations where 24-sheets, window cards and other display material cannot be used. The stunt of stringing a serial banner across the street is, of course, familiar to the average exhibitor. But how many times have you tried to get extra banners across the fronts of prominent buildings, on delivery trucks, on the scaffolding of buildings in process of erection, on awnings and in the better store windows?



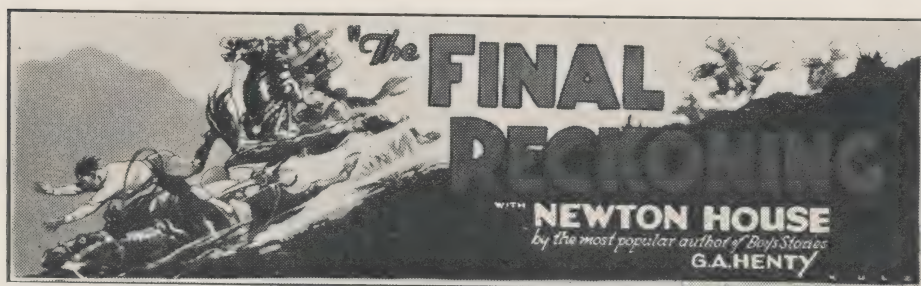
In banners you have the best "flash" advertising offered in any of your serial accessories. No lobby is complete without one and the exhibitor who endeavors to "save the cost" of this type of accessory is fooling no one but himself! Most showmen use at least one banner. Many have yet to learn of the advantages to their box-office in using half a dozen or more in prominent locations where no one can miss their flashy message.



The greatest flash obtainable with a banner is to secure permission to string it across a main thoroughfare or across the street opposite your theatre. The wise showman who looks to his contacts with the right people in his locality can easily arrange for the stringing of a banner



across the front of a building, one or two stories above the street. Sometimes a few passes and sometimes a tie-up results in the placing of several banners on delivery trucks. Arrangements are made with the concern to place the banners on the trucks every time an episode is played. A big "To-Day" with the theatre name is added on a cardboard strip under the banner. You are in a position to repay the compliment by giving the concern running the delivery trucks some free advertising in your program and on your screen.



If there is any construction work under progress along the main street of the town the wise exhibitor immediately makes arrangements with the contractors to string a banner to the wooden scaffolding. In many window tie-ups the better stores that object to the use of posters will use a banner. Hung across the back of the window it lends an effect to the display that is in keeping with a high class tie-up. If you can get permission from a merchant to hang a banner across the front of the awning



you will have an unbeatable flash. The awning extends over the sidewalk and offers you a location that can't be missed.

A·C·C·E·S·S·O·R·I·E·S

for Universal Chapter Plays

The accessories illustrated on these pages are representative of the type of showman help afforded the exhibitor on the modern big chapter play such as "Tarzan the Mighty." With the exception of the lobby hanger this same aggregation of box-office aids are available on all Universal Chapter Plays.



A special accessory for a special chapter play Lobby hangers can always be counted upon for a great flash when hung in rows around the marquee and box-office. Good for twelve times, of course, with every "Tarzan" play-date. Many exhibitors find them useful in decorating window displays and when hung from trucks and taxi cabs.



"Your screen is your best advertising medium" runs the adage of the Old Showman and punchy, flashy slides help you to get the most out of your screen. The slide of the "Coming" serial is run with the last few episodes of the current serial. Later, comes the trailer to complete the work of "pepping 'em up" for the new attraction.

What would the average exhibitor do without his 11 x 14's? Many of 'em might have to close shop because these dependable old standbys represent the sum total of their exploitation, with the possible addition of a couple of one's and a slide.

Ever try getting 11 x 14's in prominent store windows? They make a better flash than 8 x 10's because the title is included.



The Ballyhoo Herald



The herald illustrated above is the type found most satisfactory by test to the great majority of exhibitors. It is an adaptation of the old style circus herald printed on 8 x 22 inch newsstock. Showmen have stated their preference for a smaller circus herald printed on a better stock. A decided preference for large illustrations and little copy is also favored. The size of 7 x 11 permits of a good grade of paper stock at the same price as the old time news print handbills. This attitude is all in keeping with the general trend toward advertising the serial to the grown ups as well as the kids and lifting that advertising to a higher plane commensurate with a higher type of product. The new herald still has its ballyhoo punch but puts it over in a way that makes 'em realize the bigger and better quality of the modern serial.

There are endless uses for this herald. The large imprint space affords many exhibitors an opportunity to promote enough small card ads to pay the entire cost of a larger number of heralds than they would ordinarily order. In such instances the merchants who advertise help distribute the heralds at their stores. General distribution includes mailing lists, lobby distribution, putting them in parked cars, amusement places, newsstands and newspapers, etc.

N·O·V·E·L·T·I·E·S

for Chapter Plays

NOVELTIES are not thrown away! They are kept! Their advertising life is longer than the advertising life of straight printed matter! Their circulation of the advertising message is greater! Novelties bring your advertisement into the home where others see it! Hats, headbands, balloons, etc. are WALKING 24-SHEETS that circulate your title and playdates in the highways and byways of your town. When properly tied up with the spirit of the picture, or its title, they make for word-of-mouth advertising! WHATEVER YOU DO appropriate a regular amount of money for novelties on your chapter plays. Make every opening episode the occasion for a NOVELTY MATINEE! Fill your house for the first episode and you fill it for every episode. THE RIGHT KIND OF NOVELTIES WILL GO A LONG WAY TO GUARANTEE THE RIGHT KIND OF OPENING FOR ANY CHAPTER PLAY!

NOTE: *All merchandise listed on these pages will be shipped C. O. D. Parcel Post, Plus Postal Charges. Give all manufacturers sufficient time for shipment and for imprinting where latter is required. ORDER EARLY. Address all inquiries to manufacturers direct.*

"Talking" Post Cards

FOR "TARZAN THE MIGHTY"

The greatest novelty in years! A post card picture of Tarzan's Ape that *actually talks*. Squeeze the ape and hear him grunt! Regulation post card size. The ape is reproduced in natural colors. The card is double and a mechanical device within makes "a noise like an ape" when the card is squeezed. Don't miss this one.

PRICE: 4 Cents Each. Use 'em for prizes.

Order from

THE PITTLE SUPPLY CO., 1817 Acushnet Ave., New Bedford, Mass.



Danish Animal Cut-Outs

FOR "TARZAN THE MIGHTY"

A very clever paper animal cut-out. When correctly cut out and assembled it forms a real live looking animal of three dimensions that stands or hangs. Reproduced in attractive colors on a heavy stock. Comes in an assortment of animals. Sold in separate flat sheets. Plenty of room for your imprint.

Price: \$6 per thousand sheets

Order from

UNIVERSAL TOY & NOVELTY CO., 2329 Third Avenue, New York



Tarzan Animal Buttons



Here's the stunt they'll all use on "Tarzan!" Ten (10) brightly colored buttons. *A different jungle animal on each button.* Regulation size with pins on the back.

Price \$9.50 per thousand,
equally assorted

Order from

THE PHILADELPHIA BADGE CO., 942 Market St., Philadelphia, Pa.



How To Announce *Tarzan's Big Animal Button-Saving Contest.*
Use Them: You give out the buttons on every Tarzan playdate except the last. All kids who collect the complete set of *Ten Buttons* see the closing episode free. (The Philadelphia Badge Co. will send you equal amount of each animal unless you specify otherwise.) Mix the buttons up and give them out *all except one animal.* Hold this animal out, giving away only a few at a time. Give out as many of these key animals as you wish to admit free to your last episode. Tell the winners they must mount their ten buttons on a card and carry it through the streets to your theatre.

Tarzan Monkey False Face

FOR LIMITED USE

Cleverly made out of painted linen in the exact shape of a monkey face. The type of false-face or mask sold by stationery and toy stores at Hal-lowe'en and offered to theatres direct from the manufacturer at wholesale. The full size of a boy's face with openings in the eyes and mouth. A label across the top carried the title. For additional theatre imprint have your printer supply you with additional round labels and paste them on either side of the face.



How To This novelty is too expensive for general give - away
Use Them: purposes but you can build a big opening crowd by announcing that "*Tarzan the Mighty will give to the first 50 (or 100) boys in line an exact replica of the false face used by the ape in this serial!*" If you stage an opening day parade appoint a committee of 50 or more boys to act as "captains" and supply them each with a Tarzan false face. Use 'em also for secondary *Prizes* in contests. Use 'em for your *Doorman, Ushers, Cashier, etc.* Get your stationery store man to sell them and make a big window display of them during every chapter playdate. Hang 25 or more of them all around the entrance to your lobby. You can get all sorts of special lobby effects with these false faces.

PRICE 5c each Order from

UNIVERSAL TOY AND NOVELTY CO., 2329 Third Avenue, New York

Balloons

All sizes. All shapes. All colors. Send your specifications to this concern. Prices include any imprint you desire. Get samples of gold and silver balloons. They make a wonderful flash when you cover your lobby with them. Limit your imprint to three lines. Don't use too many words.

Prices (on the cheapest balloon made by this concern known as No. 40 E) 500 balloons for \$5.75; 1,000 balloons for \$11.50; (the next best grade known as No. 50 Z) 1,000 balloons for \$16.00.



Order from

REX RUBBER & NOVELTY CO., 96 WARREN ST., NEW YORK

Tin Crickets



They "click" when pressed together and the kids love to make a big noise with them at "cricket matinees." They come in bright red, white and blue colors on tin. If you desire an imprint with this item tie each cricket to a specially imprinted tag. At "cricket matinees" the kids use the crickets in place of applause and have the time of their lives.

Price \$3.50 per thousand

Order from

THE KIRCHHOF PATENT CO., 30 STIRLING ST., NEWARK, N. J.

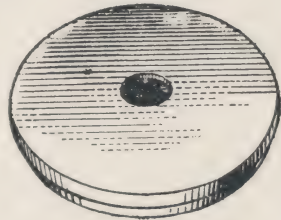
Screamer Whistles

Tin whistles. The kind every boy loves. Make up a special whistle call used by the leading character in the serial. Get the boys to use this call on the streets. Tie the whistles to a tag to explain the stunt.

Price \$2.80 per thousand

Order from

THE KIRCHHOF PATENT CO., 30 STIRLING ST., NEWARK, N. J.



Cloth Sailor Hats FOR "THE PIRATE OF PANAMA"



Made of high grade cloth. A band with special stiffening stands up in true sailor fashion and carries your ad where all can read it. Comes in an assortment of sizes. Use them in the same manner suggested for the cloth skull caps on "The Final Reckoning."

Price

Price: 100 for \$7.00; 250 for \$16.25; 500 for \$31.25; 1000 for \$60.00



Order from

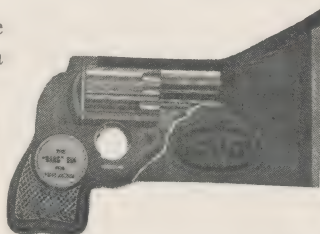
THE NEW YORK ADVERTISING CAP CO., 422 Broome Street, N. Y.

Bang Guns FOR "THE FINAL RECKONING"

A novelty the boys love. Made of heavy double cardboard with a paper "snapper" that emits a loud report when snapped down.

Prices: 500 for \$12.50; 1,000 for \$19.00; 2,000 for \$18.00 per M.; 5,000 for \$16.50 per M.

The above prices include your imprint on one side of the gun. Order from



SPOTSWOOD SPECIALTY CO., 218 Jefferson Street, Lexington, Ky.

Cloth Skull Caps



Durably made hats of two different colors. The kind of hat a boy can wear permanently. Your title printed on the front as illustrated. Room for your own stamped imprint on the reverse side.

Give out one or two hundred for the leaders to wear in your opening parade. Admit free to the last episode all those who wear their hats regularly thru the street to

attend all nine episodes. Use them for your "serial clubs."

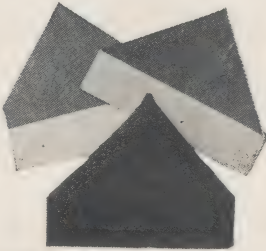
Price: 100 for \$5.50; 250 for \$12.50; 500 for \$23.75; 1,000 for \$45.00

Order from

NEW YORK ADVERTISING CAP CO., 422 BROOME ST., NEW YORK



Colored Paper Hats



Assorted paper party hats. Bright colored bands offer plenty of imprint space. Great for parades, special matinee parties and as throw-aways. These hats are priced for quantity use. Cover the town with them. Every kid that wears a hat is a walking twenty-four sheet for your chapter-play. Turn these over to your local printer for imprint.

Price: 250 hats for \$2.00; 500 hats for \$3.75; 1,000 hats for \$7.00

Order from

UNIVERSAL TOY & NOVELTY CO., 2329 Third Avenue, New York

Magic Tricks

A variety of ten (10) different tricks with directions for performing them.



Coin tricks, card tricks, magic disappearing tricks, etc. All articles such as coins, cards, etc., necessary to perform the trick, come packed in an envelope on which you can put your theatre imprint. Write to this concern for a free sample, mentioning Universal's Reference Book on Chapter Plays.



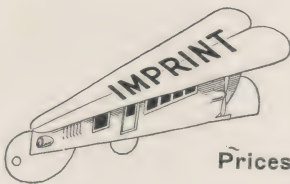
How To Use Them: Hold Saturday "Trick Matinees" and give out a trick to every boy and girl. Get the newspaper to run a "trick department" during the run of your serial and let the paper give the tricks away to every fan who sends in a letter telling why he likes the chapter play.

Price: One cent (1c) per trick

Order from

THE MODERN MAGIC CO., 219 GREENWICH STREET, N. Y.

Cardboard Airplanes



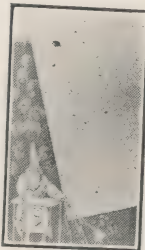
Printed in red and blue. Equipped with a rubber band that makes them fly. Prices below include any imprint you want (title of picture, theatre name, dates and a catchline).

Prices: 500 for \$11.50; 1,000 for \$17.50; 2,000 for 16.50 per M.; 5,000 for \$15.00 per M.

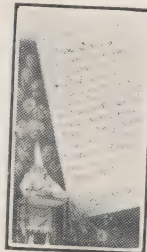
Order from

SPOTSWOOD SPECIALTY CO., 218 Jefferson St., Lexington, Ky.

"Invisible Message" Cards FOR "THE DIAMOND MASTER"



An invisible message has been put on these cards by "The Diamond Master." When a lighted match is applied to one side of the card the message appears. A magic trick that ties up with this story of the wizard who made diamonds out of coal dust. Use 'em as giveaways and use 'em for your mailing list one or two days in advance of opening. Plenty of room for imprint.



Price \$2.25 per thousand

Order from

ALAMAC PRINTING COMPANY, 344 WEST 38th STREET, N. Y.

Diamond Rings FOR "THE DIAMOND MASTER"



A ring in a manila envelope. The imprint on the envelope tells 'em it's a lucky ring made by "The Diamond Master" and those who give it to one of an opposite sex will be lucky in love with that person. Room on the envelope for your imprint. The price is right for quantity distribution. Use the cards listed above, for the boys and the girls for the girls.

Prices include printed envelope with ring inside: 250 for \$2.50; 500 for \$4.50; 1,000 for \$8.50

Order from

M. HOLLIS

2329 THIRD AVENUE

NEW YORK

Perfumed Hearts

FOR "THE DIAMOND MASTER"

Imitation gold with a stone set in and perfumed. Lucky charms with a ring at the top. Distribute these in the "Diamond Master" envelopes illustrated above.

Prices, including printed envelope with heart inside: 100 for \$1.25

500 for \$5.00

1000 for \$9.00

Order from

HOLLIS NOVELTY COMPANY



2327 THIRD AVE., N. Y.

Joke Books, Trick Books, Game Books

An assortment of small books with colored covers, size 3 x 4 inches. Back cover blank for your imprint. These little booklets contain magic tricks the boys and girls can perform, stage jokes, tramp jokes, etc., parlor games and other subjects. Assorted.

Prices: 250 for \$2.50; 500 for \$4.50; 1,000 for \$8



Order from

UNIVERSAL TOY & NOVELTY CO., 2329 Third Avenue, New York

Cardboard Games



Popular juvenile games reproduced for chapter play use on cardboard. Two colors. Size of sheets 8 x 11 inches. Complete back of sheet for your imprint. These games include *Domino Cut-Out Set*, *Checkers Cut-Out Set*, *Lotto*, *Game of Letters*, *Old Maid*, *Fairy Card Game*.

These games come in assorted sets.

Price: 250 sets for \$2.00; 500 sets for \$3.75; 1,000 sets for \$6.00

Order from

M. HOLLIS

2329 THIRD AVENUE

NEW YORK

Silver Badges

A large badge made of heavy cardboard stock with a pin in back and finished by a special process that make them look like silver. Light for shipping and priced for quantity use. *You can have any imprint on them you desire.*

How To

Use Them: Use them for serial clubs. Use them for parades. Tie up with the newspaper on an amateur reporters contest. The kids are assigned by the newspaper to "cover" every episode and write a report of the happenings on the screen. All contestants wear official reporter's badges (paid for by the newspapers and yourself). Contestants see last episode free at which prizes are announced.



Price: \$8.00 per thousand (any imprint you desire)

Order from

THE PHILADELPHIA BADGE CO., 942 Market St., Philadelphia, Pa.

FOR PRIZES—A REALLY WONDERFUL NOVELTY

Tarzan Shooting Gallery

What boy doesn't love a real shooting gallery with brightly colored animals to knock down and the most novel fun-giving little toy guns ever made? This splendid game has been made for commercial sale and has taken as its title and subjects the actual characters in Universal's great serial. If your local toy store doesn't carry it advise him to get in touch with the manufacturer listed below



at once. Remember, the dealer has *Twelve* weeks in which to make window displays and hook up with you on special stunts to make this new game the talk of the town. And for prize purposes, at the price listed it is by far the best flash you can use for your contest winners. In place of using only a few prizes for a contest this game is priced to allow you to give away a large number, and thus make a big publicity smash.

The game consists of two sets of toy pistols that shoot little pieces of colored cardboard ammunition. A beautiful jungle background with cut-outs of trees, animals, Tarzan and his family, natives, etc., complete the game. Two people play. One represents Tarzan and his gang while the other represents the wild animals. The game is a war between Tarzan and the animals. The side that shoots down the greatest number of points "conquers the jungle" and wins the game.

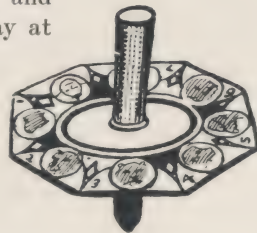
Packed and shipped in a flat container. Plenty of room for theatre imprint on the back.

Order from

HOLLIS NOVELTY COMPANY, 2329 THIRD AVENUE, N. Y. C.

Animal Game Top

An attractive toy that will appeal to every boy and girl, and so inexpensive that you can give them away at special matinees. Constructed of heavy cardboard, with eight animals lithographed in colors on its face, and operated by means of a wooden peg. Reverse side contains instructions for playing the game and counting scores.



Price \$15.00 per thousand

Order from

SPOTSWOOD SPECIALTY CO., LEXINGTON, KY.

Cloth Domino Masks

The mystery mask worn by "The Mystery Rider." Made of durable material in assorted colors. This novelty sold by the thousands on Desmond's last picture, "The Vanishing Rider." Use 'em again on the new big Desmond thriller. This novelty is a *Natural* and its price is *right*. Room for your imprint along bottom of mask.



Prices: 250 masks for \$2.50; 500 masks for 90c per hundred; 1,000 masks for 85c per hundred

Order from

UNIVERSAL TOY AND NOVELTY CO., 2329 Third Avenue, New York

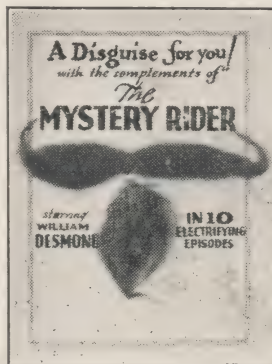
The Mystery Rider's Disguise

A real moustache and beard used by the bad men of the west to disguise themselves. Mounted on a card. When moistened they stick to the skin. The kids will stampede your lobby for this one. Rubber stamp the lower portion and the back of the card with your imprint. The novelty can be easily removed if you want to send the cards to your printer.

Prices: 100 disguises for \$2.50; 500 disguises for \$11.25; 1,000 disguises for \$20.00

Order from

UNIVERSAL TOY AND NOVELTY CO., 2329 Third Avenue, New York





Boy Scouts of Newark rally to put over the ever important Episode 1 with a parade and special matinee. Tie-ups that express the clean, chivalrous, outdoor angle are always of interest to the greatest boys' organization in the world

Greetings to the Exhibitors of America from



Frank Merrill

as "TARZAN"

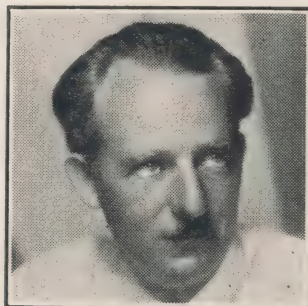
Holder of 21 championships for athletic supremacy. A superb "Tarzan" who brings to the character all of the primitive vigor and animal-like agility of Edgar Rice Burroughs' original King of the Jungle.

Jack Nelson

Director of

"Tarzan the Mighty"

Who directed "Perils of the Jungle" and has a host of other chapter plays to his credit. A name known to all showmen as the guarantee of an outstanding box-office serial.



Bobby Nelson

As Bobby Trevor

in "Tarzan the Mighty"

The son of the director of "Tarzan" sets a new standard in juvenile screen work. Bobby Nelson's performance in the greatest jungle serial ever made is a marvel and a delight.



The serial of a thousand wonders.

Thrills — thrills and still more thrills.

The most gorgeous panorama of jungle drama ever put on any screen!

Millions of American kids who have been enthralled by the adventures of Tarzan will fight to get in to see every amazing episode. Book it early and watch the records fall!

"TARZAN THE MIGHTY" is an original serial produced by Universal by special arrangement with Edgar Rice Burroughs, author of "Tarzan of the Apes," "The Cave Girl," etc., etc.

**Made
to
Exploit**



TARZAN THE MIGHTY *The* BIGGEST SERIAL IN UNIVERSAL'S HISTORY

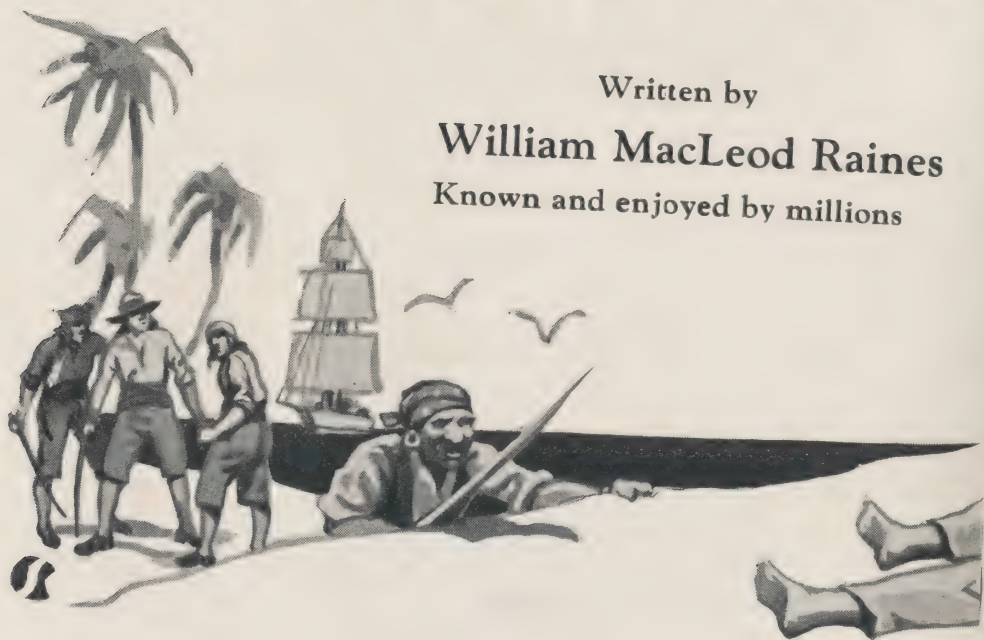
— with —
Natalie Kingston and
Frank Merrill

Directed by
JACK NELSON



The **PIRATE OF PANAMA**

Written by
William MacLeod Raines
Known and enjoyed by millions



**Made
to
Exploit**

PIRATES!!

—say that to any boy or girl old enough to lisp and what do you get!

Shades of Capt. Kidd and Long John Silver—what a response!

They go wild with enthusiasm and joyous anticipation.

Turn this enthusiasm into profits — help them to realize their anticipation by playing this glamorous chapter play of bold buccaneers in the exotic jungles of the tropic equator!





**Made
to
Exploit**

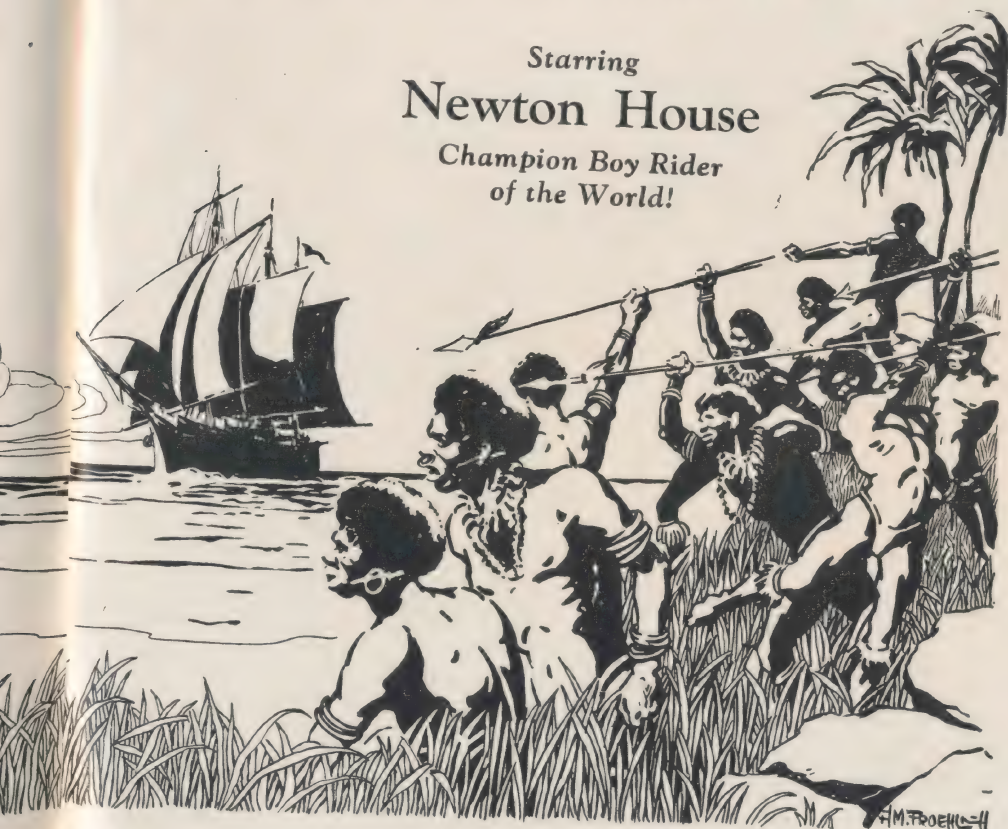
R

Made
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G. A
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The FINAL RECKONING

Made for the millions of boys - young and old - who have thrilled time and time again to the glamorous adventure of G. A. HENTY's heroes. A tale of wild, reckless daring and courage and always - ACTION - ACTION - ACTION !

Starring
Newton House
Champion Boy Rider
of the World!



THE MYSTERY

From George Morgan's
gripping story of ro-
mance, speed and ac-
tion. Ten episodes.

**Made
to
Exploit**



RIDER

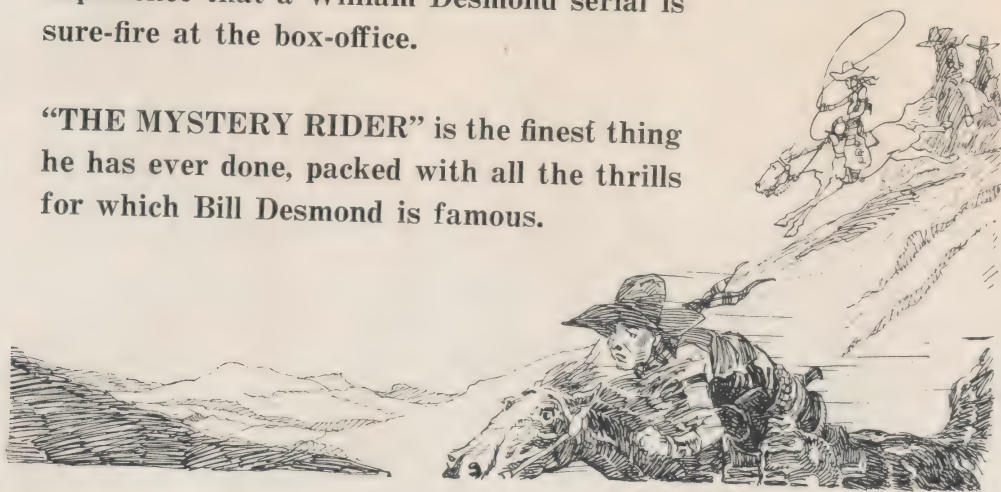
featuring one of the exhibitors' favorite
serial stars

William Desmond

The nation's favorite rides again in this masterful mystery melodrama of the great open spaces.

Thousands of exhibitors know through past experience that a William Desmond serial is sure-fire at the box-office.

"THE MYSTERY RIDER" is the finest thing he has ever done, packed with all the thrills for which Bill Desmond is famous.



The Diamond



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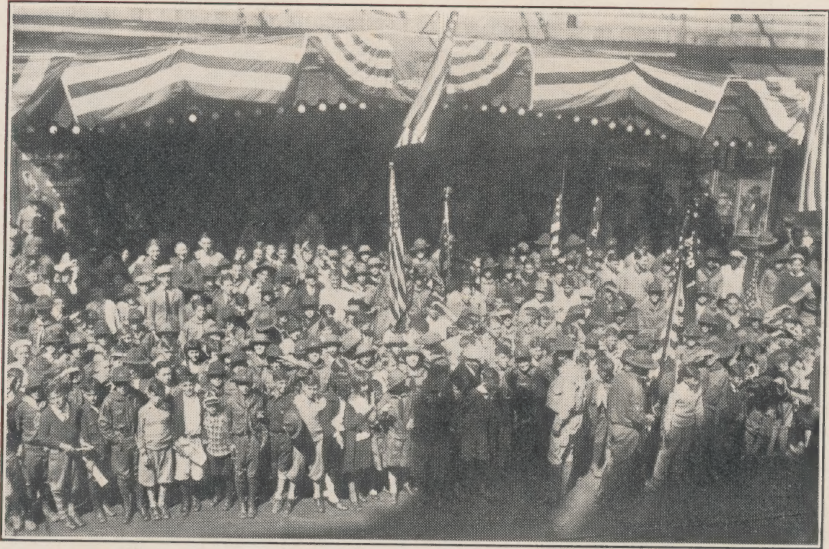
**Made
to
Exploit**

CROOKS, DINNER JACKETS *and* **NEW YORK'S FIFTH AVENUE**

Crooks, dinner - jackets and New York's Fifth Avenue! There's the keynote to this amazing De Luxe underworld melodrama written by the world-famous writer, Jacques Futrelle.

The high-spot of any program with a story and background that will appeal to old and young.





They're waiting for you—millions of 'em, the enthusiastic boosters of today, the grown-up patrons of tomorrow! *What are you doing to get them?*

UNIVERSAL'S 1929 SUPER SERIAL PRODUCTION SCHEDULE -

JAN. 10th, 1929.

"POLICE REPORTER"

with WALTER MILLER & EUGENIA GILBERT

JAN. 14th, 1929.

"SCARLET BRAND"

with NEAL HART & LUCILLE IRWIN

MCH 21st, 1929.

"BELPHEGOR" - "PHANTOM OF THE LOUVRE"

with M. NAVARRE & LUCIEN DALSACE

MCH 25th, 1929.

"TARZAN THE MIGHTY"

with FRANK MERRILL & NATALIE KINGSTON

MAY 30th, 1929.

"MYSTERY RIDER"

with WILLIAM DESMOND

JULY 8th, 1929.

"FINAL RECKONING"

with NEWTON HOUSE

AUG. 8th, 1929.

"MYSTERIOUS AIRMAN"

with WALTER MILLER & EUGENIA GILBERT

SEPT. 30th, 1929.

"DIAMOND MASTER"

with LOUISE LORRAINE

OCT. 17th, 1929.

"PIRATES OF PANAMA"

with ALL STAR CAST

